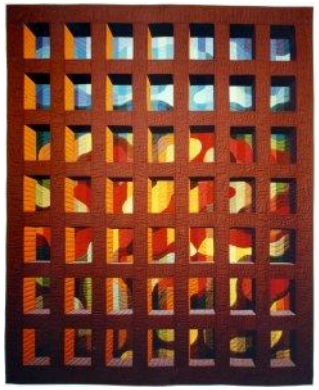


Pricing is one of the most difficult decisions we have to make as fiber artists. How you determine a price will depend on several different factors.



1982



1984



1985



1989

During my 50-year career I have sold more than 500 quilts. I'm going to share some of the things I have learned and some of the methods I have used to determine my prices … not necessarily in chronological order.



1990



1991



1992



1994



Left brain approach

- Logical
- Practical
- Necessary for commissions

If you are doing a commission, you will need to determine the final price ahead of time. Many quilt artists charge by the square foot or square inch.

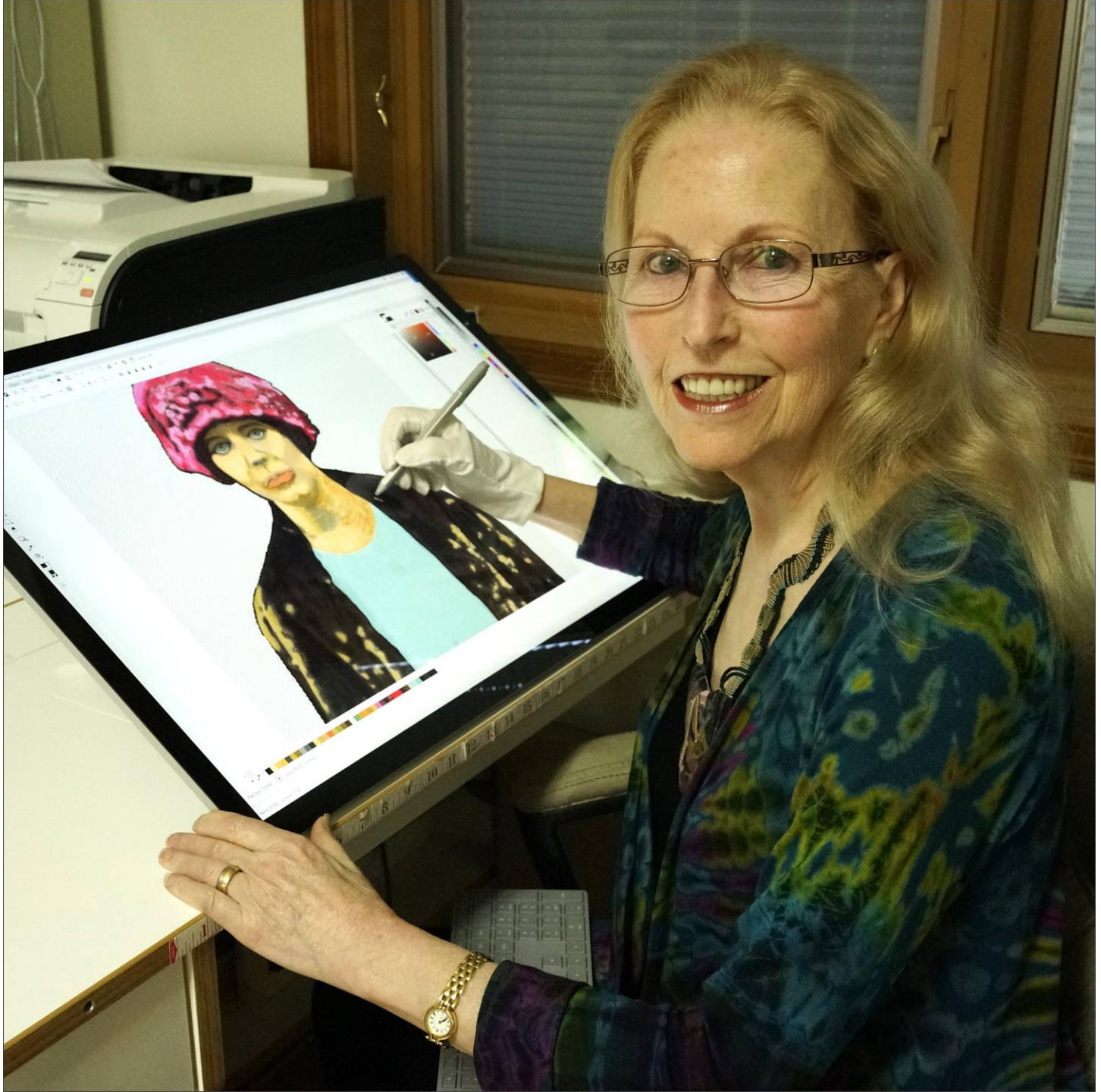
This was what I did for my recent corporate commission.

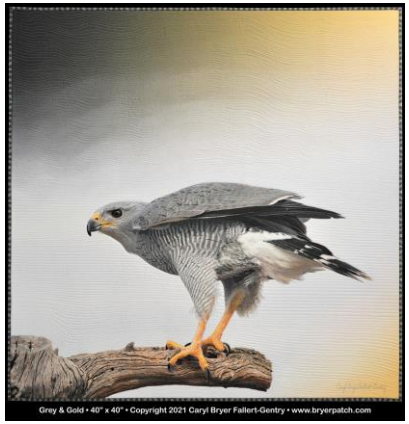
While this seems like a crude way to price the product of your heart and soul, it is a practical way to predict ahead of time what a commission piece might be worth.



Sharing the Circle • 51” x 52” • Copyright © 2026, Caryl Bryer Fallert-Gentry • www.bryerpatch.com

Right now, all my quilts are designed on the computer and printed digitally then heavily stitched.





$5200.00



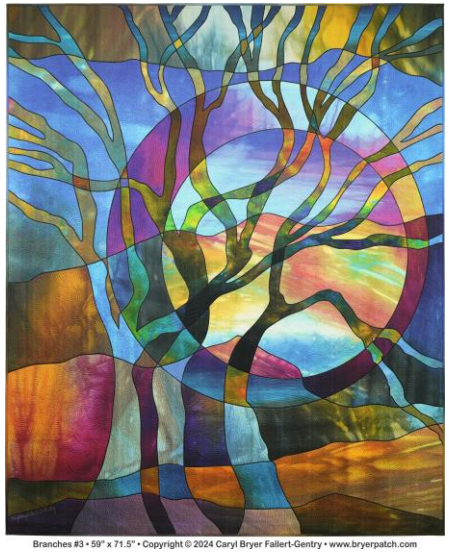
$4200.00



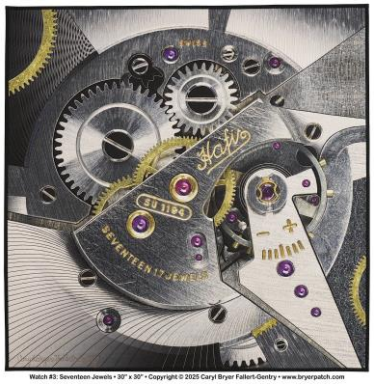
$6400.00



$7800.00



$1200.00



$3400.00

I looked at the prices for the quilts in the same style that I have sold in the last three or four years and found the average price per square inch and let the customer decide how large a piece he wanted me to make.

Average +/- $4 per square inch

He decided that 50 “ would be about right, so that would have been $10,000 except that he wanted a rush job, so I charged an extra $2000 for the rush, and the final price was $12,000.



Sharing the Circle • 51” x 52” • Copyright © 2026, Caryl Bryer Fallert-Gentry • www.bryerpatch.com

In the past, I worked in several different styles Since some had very complex piecing and others were whole cloth, I had different square inch prices for each different style.



Complex piecing and
Heavy quilting

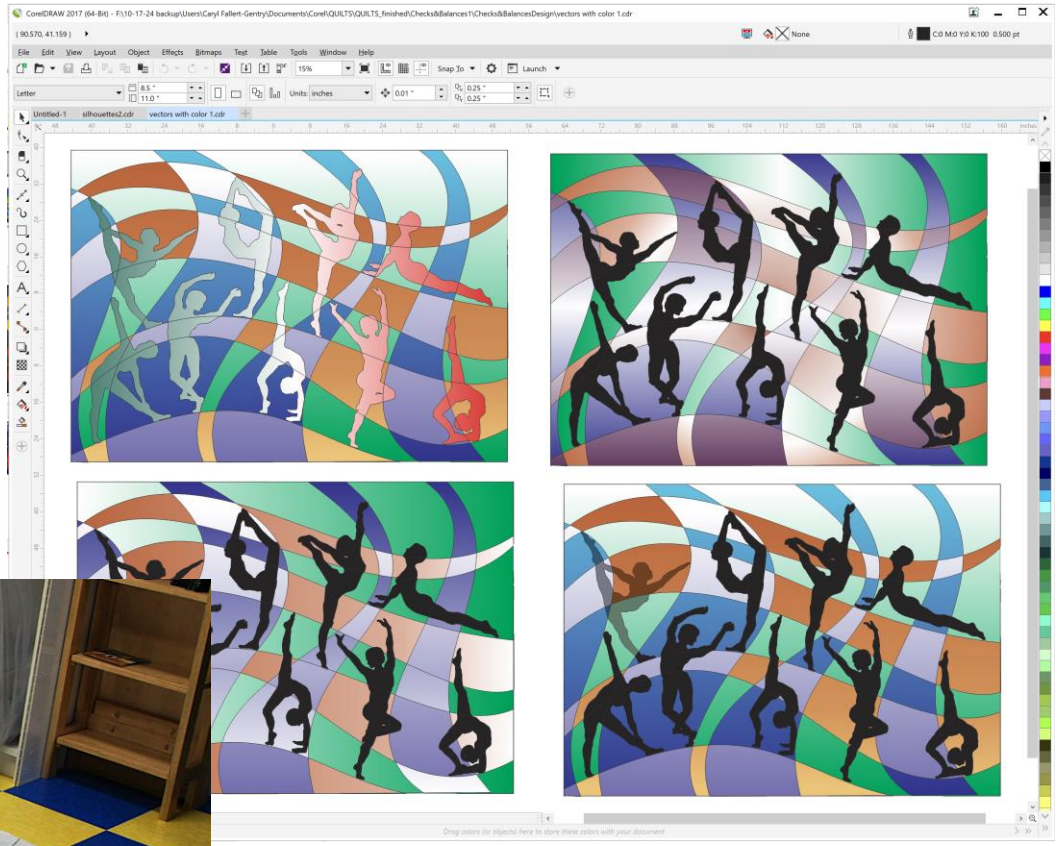


Whole cloth
heavy quilting



High Tech Tucks
not much quilting

So how do you decide what your square foot or square inch price will be?





First, you need to keep track of your time on at least one quilt in that style. How long did it take to design your quilt and prepare the paper pattern? For me, the design often takes longer than the actual piecing and quilting.

How long did it take to piece?

How long did it take to baste, quilt, and bind it?

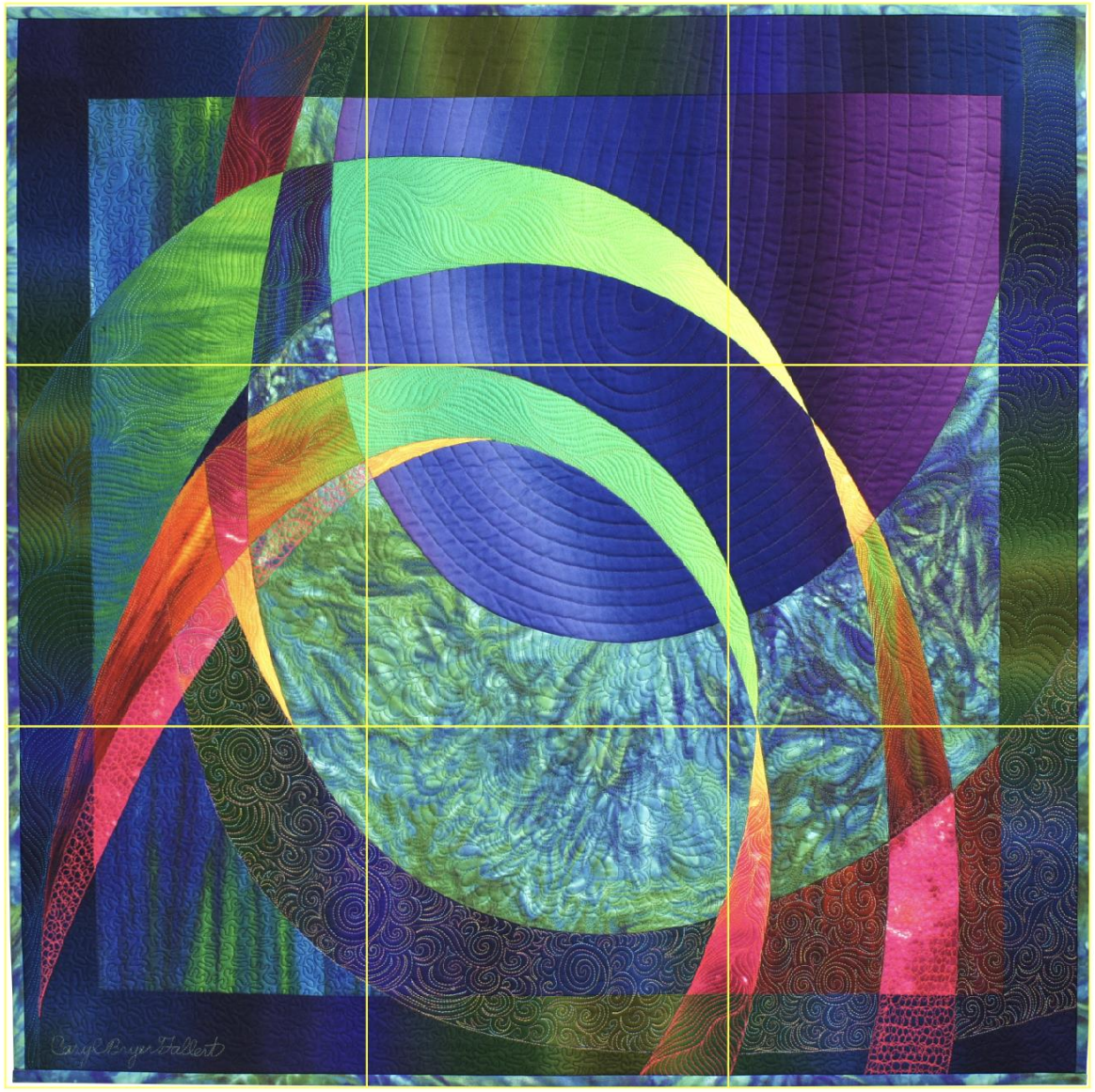


How long did it take to put your studio back in order after the quilt was finished?



Add up all these numbers and divide by the number of square feet in your quilt.

That's how long it takes to make one square foot of quilt in that style.



9 square feet

Now you need to decide how much your time is worth. Minimum wage in Washington state this year is $17.13.

This is the rate of pay for unskilled, entry level jobs. You are NOT unskilled labor.

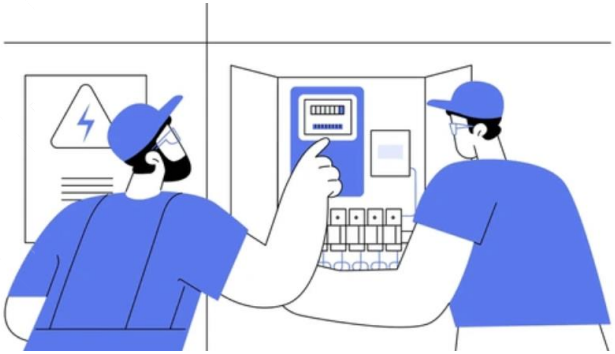


What do you hire other people to do? Clean your house? Mow your lawn? Fix the plumbing? Repair appliances? How much do you pay them?















These days, the going rate for house cleaning in this area seems to be around $30.00 per hour.

The last time I had a toilet fixed.....
or a lighting track installed….

Well don't ask!

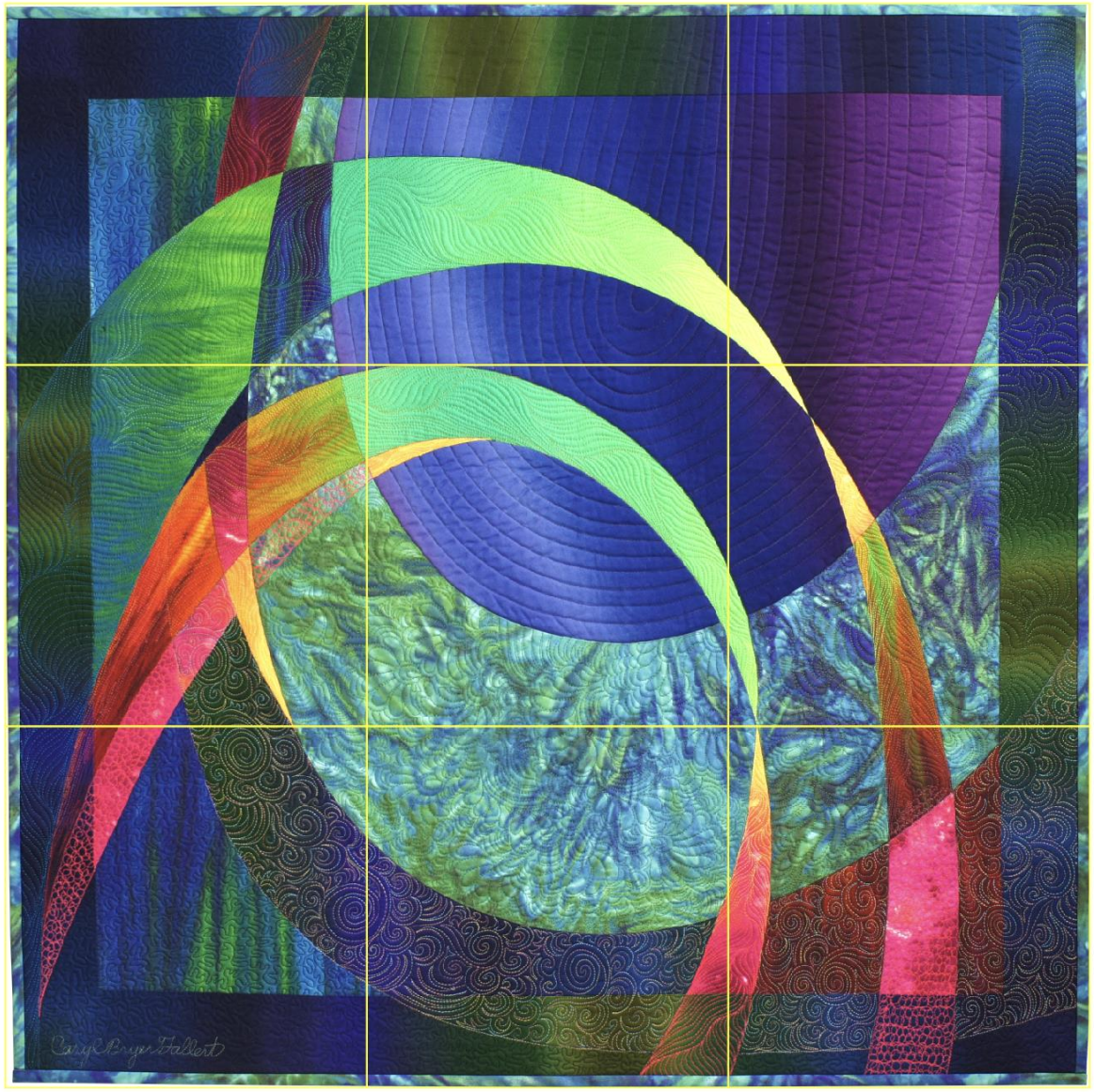


Once you have decided on a number for your hourly rate of pay, you need to multiply that by the number of hours it will take to make your quilt.

A 36” x 36” quilt, for instance is nine square feet. Suppose you are really speedy and you can actually design, piece, quilt, and bind a square foot of quilt in 2 hours. Your quilt will take 18 hours to finish.

Now suppose, hypothetically, that you are willing to work for the housekeeping rate. The figure you start with in figuring your price will be

18 x 30 = $540.00



9 square feet

That's just the starting figure. Are you are working with a gallery, agent, designer, or architect, or do you ever plan to work with a gallery in the future? They are going to collect a commission. They have, hopefully, done some of the

- marketing
- interaction with the client
- accounting for you

and they expect to be paid for their time.

If it's a sales gallery, the going rate is usually 50% of the selling price. If you need to net $540 for the quilt, that means the customer will need to pay at least

$1080.00

for the quilt.







If you ever plan to work with an agent or gallery, you need to plan ahead and set your prices accordingly.

It is considered very bad form to have one price in the gallery and a different price on your website. You can give your client a discount if you like, but you need to keep your retail price the same across the board.



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Bryerpatch Studio GALLERY

Quilts by Caryl Bryer Fallert-Gentry Currently Available for Sale or Exhibition

To purchase, commission, or exhibit Caryl's work please contact Caryl directly

For work that is available for exhibition only click here or go to the bottom of this page.

Click on any link or image below for the complete story of the quilt.
Use your "BACK" button to return to this page.

Click on Quilt	Quilt Title	Year	Width	Height	Price
	Aquarium #2	2014	30"	30"	$4600
	Arches	2017	44"	44"	$12,000
	Nuclear Hues	2026	18"	35"	$800
	Parabollipses	2016	49"	49"	$6400
	Personal Transparency	2023	33"	41"	$3500

If you have found your own client, and done your own marketing, accounting, and client interaction, then you need to pay yourself for all these things.

You are probably going to want to document this quilt by taking photographs and writing up an artist's statement for your client. How long will that take?

Pay yourself for another hour.



CARYL BRYER FALLERT-GENTRY • QUILT ART RECORD

Bryerpatch Studio • 10 Bayclift Pl. • Port Townsend, WA 98368 • caryl@bryerpatch.com • www.bryerpatch.com

Please Don't Eat the Dahlias



- DESIGN, PHOTO EDITING, PAINTING & QUILTING BY: Caryl Bryer Fallert-Gentry
- DATE 2022
- SIZE: 30" wide X 30" high
- MATERIALS: Fabric: 100% cotton • Batting: 50% cotton / 50% bamboo • Thread: acrylic & polyester
- TECHNIQUES: original design & photography, dye painting, digital painting, digital printing, machine quilting
- IDENTIFYING MARKS: Signature & label
- PHOTO: Caryl Bryer Fallert-Gentry
- OWNERS: Private collection, Tennessee

Design Concept & Process:

In the Spring of 2022, I planted a group of hybrid dahlias in front of my studio window, so I could see them while sitting at my computer. One of the things we enjoy about living in a forest is watching the deer and other wildlife as they wander past our windows. The deer are also the bane of anyone trying to grow a garden. They are not supposed to like dahlias; however, they don't seem to have received that memo. One day in August, when the dahlias were in their prime, a doe showed up and started taking a bite out of each blossom, while looking right at us as we watched her through the window. I grabbed my camera and managed to get a shot of her with her mouth stuffed with a primo bloom.

I opened my photo in Corel Photo-Paint, erased the background, and painted out several of the flowers and anything else I didn't want to quilt around. I found one of my hand painted fabrics that picked up the colors in the photo and had the perfect textures to create an abstract background for the dahlias. I photographed the fabric and added it to my altered photograph. I designed binding strips to coordinate with the digitally collaged images and had everything digitally printed by Spoonflower. The actual dye-painted fabric was used on the back of the quilt.

Exhibitions:

- Photos, Pixels, & Pizzazz: Digital Quilts by Caryl Bryer Fallert-Gentry, Special exhibition, Road to California Quilters Conference, Ontario, CA, January 17-21, 2023
- Mid-Atlantic Quilt Festival, Hampton Roads Convention Center, Hampton, VA, February 23-26, 2023 (Second Place: Wall Quilts)
- What's for Lunch, Peninsula Fiber Artists Exhibition, Port Angeles Fine Arts Center, Port Angeles, WA, March 17 - May 15, 2023
- Houston Quilt Festival, Judged Show, George Brown Convention Center, Houston, TX, November 1-5, 2023
- Photos, Pixels, & Pizzazz: Recent Quilts by Caryl Bryer Fallert-Gentry, Iowa Quilt Museum, Winterset Iowa, December 12, 2023 - March 10, 2023
- Photos, Pixels, & Pizzazz: Recent Quilts by Caryl Bryer Fallert-Gentry, Rocky Mountain Quilt Museum, Golden CO, 7/22 – 10/19, 2024
- A Life in Color: 50-year Retrospective Solo Exhibition, National Quilt Museum, Paducah, KY, March 14-October 7, 2025

Publications:

- Quiltfolk, issue 32, p. 29 (feature article)
- A Life in Color, Caryl Bryer Fallert-Gentry, ISBN # 979-8-35099-612-8, printed by Book Baby, January, 2025, p.100

Do you have to purchase special rods to hang the quilt? (add $15.00)

How long does it take to cut, sand, paint, and drill the rods. (add another $15.00)





UV Protectant

Does the client want the quilt to be sprayed with UV protection? (add another $15.00)

Does the client expect you to come to their home or business and install the quilt? How long will it take to drive there and back (one hour?)

How long will it take to install it? (another hour?)

How much have you paid for all the tools you have used to make the quilt and install it? You can't take all of that expense for just one quilt, but it needs to be added in.

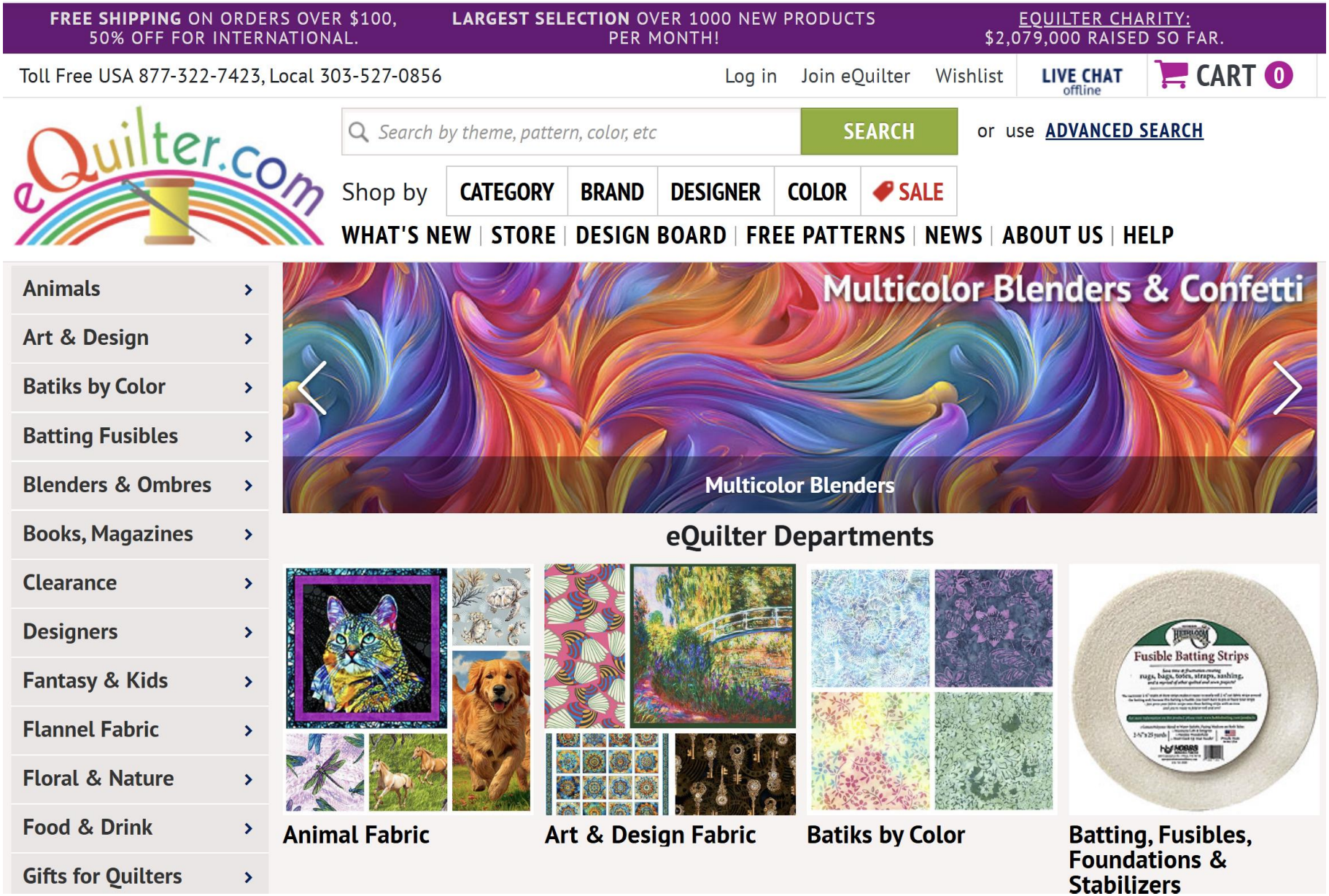




Does the quilt have to be shipped to the customer? What does the packaging and shipping cost?



And last, but not least… how much did you pay for the materials to make this quilt? This is a small number in the total equation but remember to add it in… and double it.

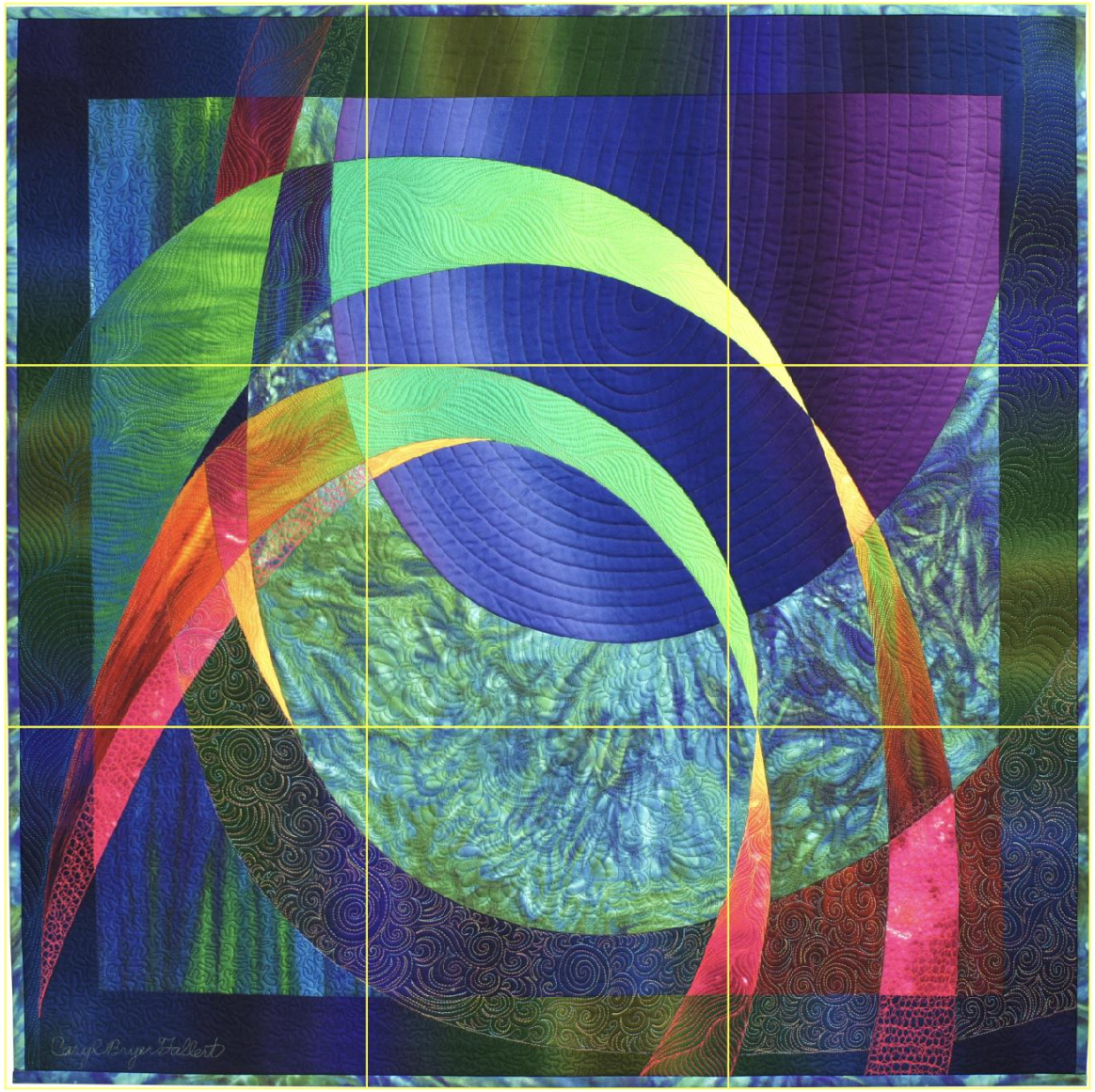


$1200

So finally, because you work faster than most of us, and are willing to work for what you are paying your housekeeper, (that's a third of what you are paying your plumber) you can sell your commission quilt for $1080 plus all the incidentals.

(let's round that up to an even $1200.00).

Your customer is getting a bargain.



9 square feet

If one of your quilts gets into a national or international show, especially if it wins an award, it is now more valuable, so be sure to raise the price.



If it is featured in a national publication, especially if it gets on the cover, it increases the value.

It’s time to raise the price.



Luana Rubin





right brain approach

Pricing from the heart

AKA: Fill in the Blank

OK, so most of us are not working on commission and I certainly don't punch a time clock. Most of us are just doing this for fun. So, another way to price your work is the fill in the blank method.

"I would rather have this quilt for the rest of my life than sell it for less than $_____."

Remember you still have to double the price if you ever plan to show it in a gallery.



On the Wings of a Dream • 63" x 64" • Copyright © 2008 Caryl Bryer Fallert • Bryerpatch Studio • www.bryerpatch.com

Price $61,000
Never sold
Donated to International Quilt Museum: 2026

This is the approach I use for most of my quilts. Of course I have been selling quilts for a long time, so I have a pretty good idea what they are worth these days.

But 31 years ago, in 1993, I was still learning.

I was experimenting with machine embroidery and made this quilt out of left-over scraps. I was not anxious to sell it but wanted to be in a show in Ohio where it had to be for sale. I listed it for $2500, a price I thought no one would ever consider paying.

I was wrong and never saw it again.



Life in the Margins #5 • 50" x 33" • Copyright © 1993 Caryl Bryer Fallert • www.bryerpatch.com

Sometimes you just want to get something out of your inventory.

That was true of the piece I did for the UFO window this year. It was a fun project, but I had no plans to put it in any other shows. I also didn't spend a lot of time making it so I priced it at $650.00, much lower than any of my other work.

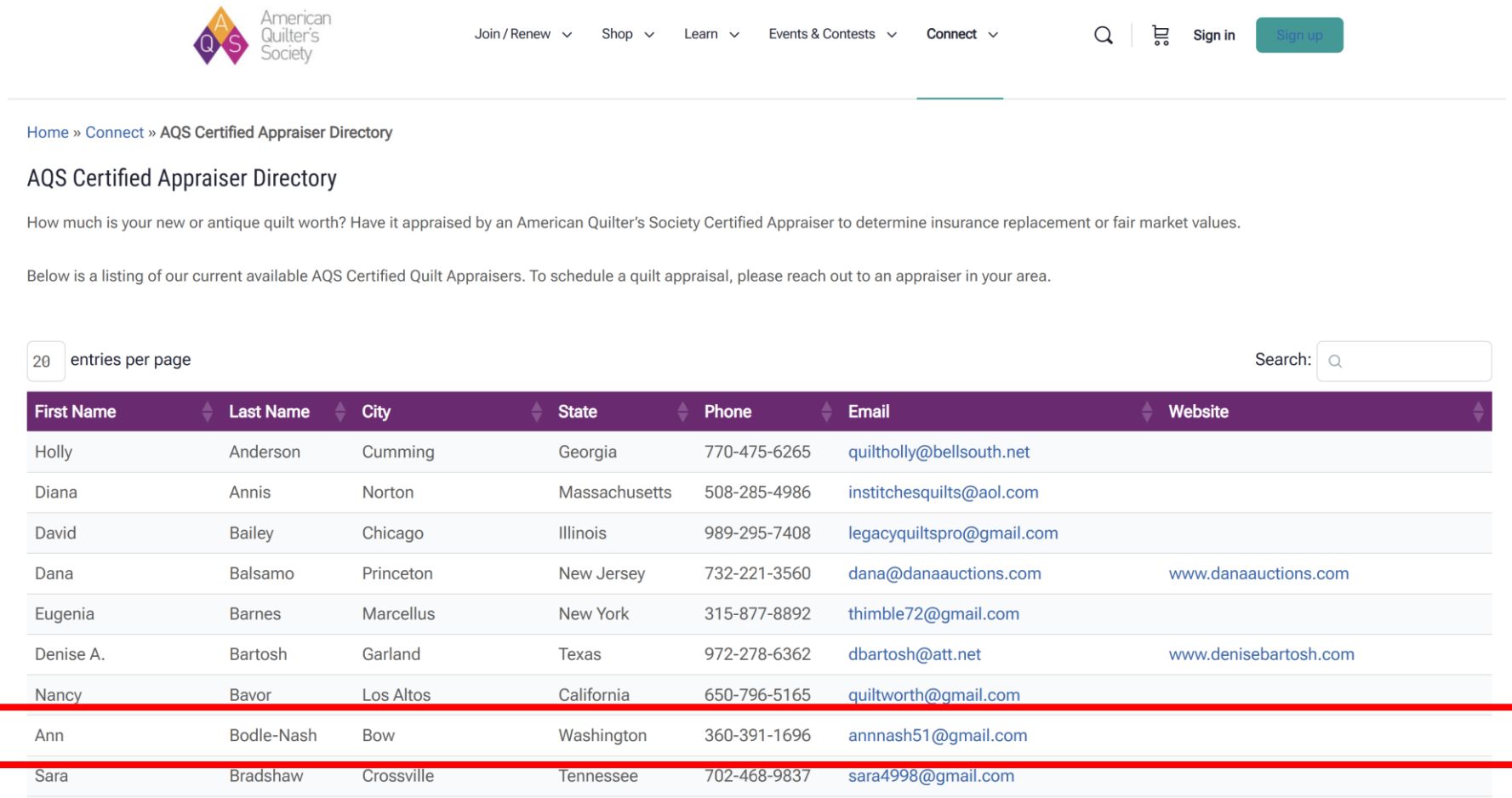
Eventually someone in Florida saw it on my website and bought it. I didn't really get paid for my time, but it also wasn't nothing.



Elements • 18" x 22.75" • Copyright © 2025 Caryl Bryer Fallert-Gentry • www.bryerpatch.com

Another way to determine the value of your quilt is to have it appraised. The American Quilters Society has a certification program and maintains a list of certified appraisers. Most of the national shows are offering appraisals for quilts that are entered in their shows. The cost is usually $75 - $100.

There is one certified appraiser in the state of Washington.



First Name	Last Name	City	State	Phone	Email	Website
Holly	Anderson	Cumming	Georgia	770-475-6265	quiltholly@bellsouth.net	
Diana	Annis	Norton	Massachusetts	508-285-4986	institchesquilts@aol.com	
David	Bailey	Chicago	Illinois	989-295-7408	legacyquiltspro@gmail.com	
Dana	Balsamo	Princeton	New Jersey	732-221-3560	dana@danaauctions.com	www.danaauctions.com
Eugenia	Barnes	Marcellus	New York	315-877-8892	thimble72@gmail.com	
Denise A.	Bartosh	Garland	Texas	972-278-6362	dbartosh@att.net	www.denisebartosh.com
Nancy	Bavor	Los Altos	California	650-796-5165	quiltworth@gmail.com	
Ann	Bodle-Nash	Bow	Washington	360-391-1696	annnash51@gmail.com	
Sara	Bradshaw	Crossville	Tennessee	702-468-9837	sara4998@gmail.com	

Appraisals are based on

- the quality of your work
- where it has been shown
- what awards it has won
- publications
- your record of recent sales.

Notes: This piece has been exhibited in 12 locations around the U.S., won a 2nd place in its category at the Mid Atlantic quilt Festival in 202, and was part of a major retrospective at the National Quilt Museum in 2025.

Certified Appraiser
Quilted Textiles

Appraisal Report
Prepared by Allison C. Rainboth

For client and intended use only, not for publication. See accompanying sheet(s) for appraisal terms, conditions and appraiser qualifications.

Purpose of Appraisal: Insurance
Intended Users: Owner and designated agents
Prepared for: Caryl Bryer Fallert-Gentry

Address: 10 Baycliff Pl, Port Townsend WA 98368
Email: caryl@bryerpatch.com

Physical Description: Quilt
Quilt Name or Title: Plunge
Size: 53 x 68
Date Made: 2019
'Documented☒ Inferred ☐
Made by: Caryl Bryer Fallert-Gentry and Ron Gentry
Documented☒ Inferred ☐
Predominant Colors: Blue, tan, brown, orange, purple, black, grey
Fabrics used: *Cotton prints and solids*
Batting/Fill: Low loft cotton-bamboo batting
Construction Techniques: Machine piecing, machine quilting, digital photo manipulation, digital printing
Quilting – pattern/amount: Densely quilted with swirls, wave, details within scene with matching threads
Description: Image of Acapulco cliff diver with 10 orange and 9 blue pieced Storm at Sea blocks, 4 ¾ x 4 ¾, at bottom right and top left. The center panel,41 x 56,has a 6 ½" navy border. The photo-series image has every stage of the diver's progress, from images taken at 4 frames per second. The remainder of the scene consists of a rock outcrop and the blue ocean water. All areas are detailed with matching thread to add realistic texture to rocks and water.

Backing: Cotton, hand-painted multicolor composed by Caryl.
Edge Finish: Navy plaid, 1/3" wide, applied
Workmanship:
Construction: *Excellent. All techniques are completed with* precision.
Quilting: Excellent. Quilting forms a large part of this successful composition.
Condition/Restoration: None needed; in like-new condition
Provenance: Caryl and Ron created this piece together with a series of photos shot in Acapulco. See attached.

Notes: This piece has been exhibited in 12 locations around the U.S., won a 2nd place in its category at the Mid Atlantic quilt Festival in 202, and was part of a major retrospective at the National Quilt Museum in 2025.

Market Approach: Comparable Sales
Resources: Current auction and vendor sales
Definition of Value: Insurance replacement
Current Market Conditions:
☒Soft☐ Moderate ☐Strong
Appraised by:
Allison C. Rainboth
164 East Moore St
Berlin WI 54923
920.290.5198
Effective date: 4/23/2025
Date: 4/29/2025
Fee Paid: Yes
Qualifications of Appraiser: See attached.

Signature

Appraisal Value: $12,375.00

Twelve thousand three hundred seventy five dollars



164 East Moore St., Berlin WI 54923
920.290.5198 arainboth@gmail.com

The appraisal form clearly states that the appraisal number is the replacement value for insurance purposes, not necessarily the market value.

CERTIFICATION STATEMENT

IMPORTANT INFORMATION ABOUT YOUR APPRAISAL

This appraisal has been prepared in accordance with the Appraisal Foundation's Uniform Standard of Professional Appraisal Practice (USPAP). The statements of facts contained in this appraisal are true and correct and are valid when used in their entirety, including attachments. The reported analyses, opinions, and conclusions are limited only by the reported assumptions and limiting conditions, and are my personal, impartial, and unbiased professional analyses, opinions, conclusions, and recommendations. I have made a personal inspection of the item in this appraisal report. I have no present or prospective interest in the item that is the subject of this appraisal report, and I have no personal interest with respect to the parties involved. I have no bias with respect to the property that is the subject of this report or to the parties involved with this report. My engagement in this appraisal was not contingent upon developing or reporting predetermining results. The appraisal values expressed are based on current information as of the date written. It is not a representation or warranty that the items will realize those values if offered for sale in any way. In newly made quilts, reproduction cost does not represent market value. My compensation for completing this assignment is not contingent upon the development or reporting of a predetermined value or direction in value that favors the cause of the client, the amount of the value opinion, the attainment of a stipulated result, or the occurrence of a subsequent event directly related to the intended use of this appraisal consulting assignment.

Information regarding your appraisal is held in trust between the appraiser and the owner. Information regarding ownership of a particular item will not be disclosed by the appraiser without the owner's specific written consent, unless requested by a legal authority with valid credentials.
This report may not be used for any purpose, including publication or posting on any internet website by anyone other than the named client or his/her agent, insurance agent or attorney, without the appraiser's **written** consent. The appraiser's entire liability is limited to replacement of the appraisal if found to be faulty or refund of the appraisal fee at the discretion of the appraiser.
Valuation or descriptive information, for educational purposes, may be disclosed to other appraisers without releasing specifics of ownership.

Updating of your appraisal should be done every three to five years. You should consult your insurance agent on recommendations.

Contemporary Quilts: Your quilted textile should have a current appraisal if being shipped or released from your control for hanging in a show or gallery. Without an appraisal, your quilt will be valued at the cost of materials to remake the item or the minimum that the show will cover. An appraisal may justify the increased value of the item. If you have a sales history for your quilted textiles, such as receipts for purchased quilts or receipts for sales of items you have made, the value of the textile may be increased on this basis. These receipts must be submitted to the appraiser for review at the time of the appraisal.

All fees are due and payable upon completion of the appraisal session. The appraisal form serves as a receipt for the appraisal, unless a separate bill is provided. The appraiser may also charge a transportation fee, based on the IRS current rate, for travel beyond 20 miles from Berlin, Wisconsin for appraisal sessions.

Allison Rainboth is an AQS Certified Appraiser of quilts and quilted textiles, and has been appraising quilts since 2006. She is also a Certified Quilt Judge. Allison owns and operates Sisters Choice Quilting Service in Berlin, Wisconsin.

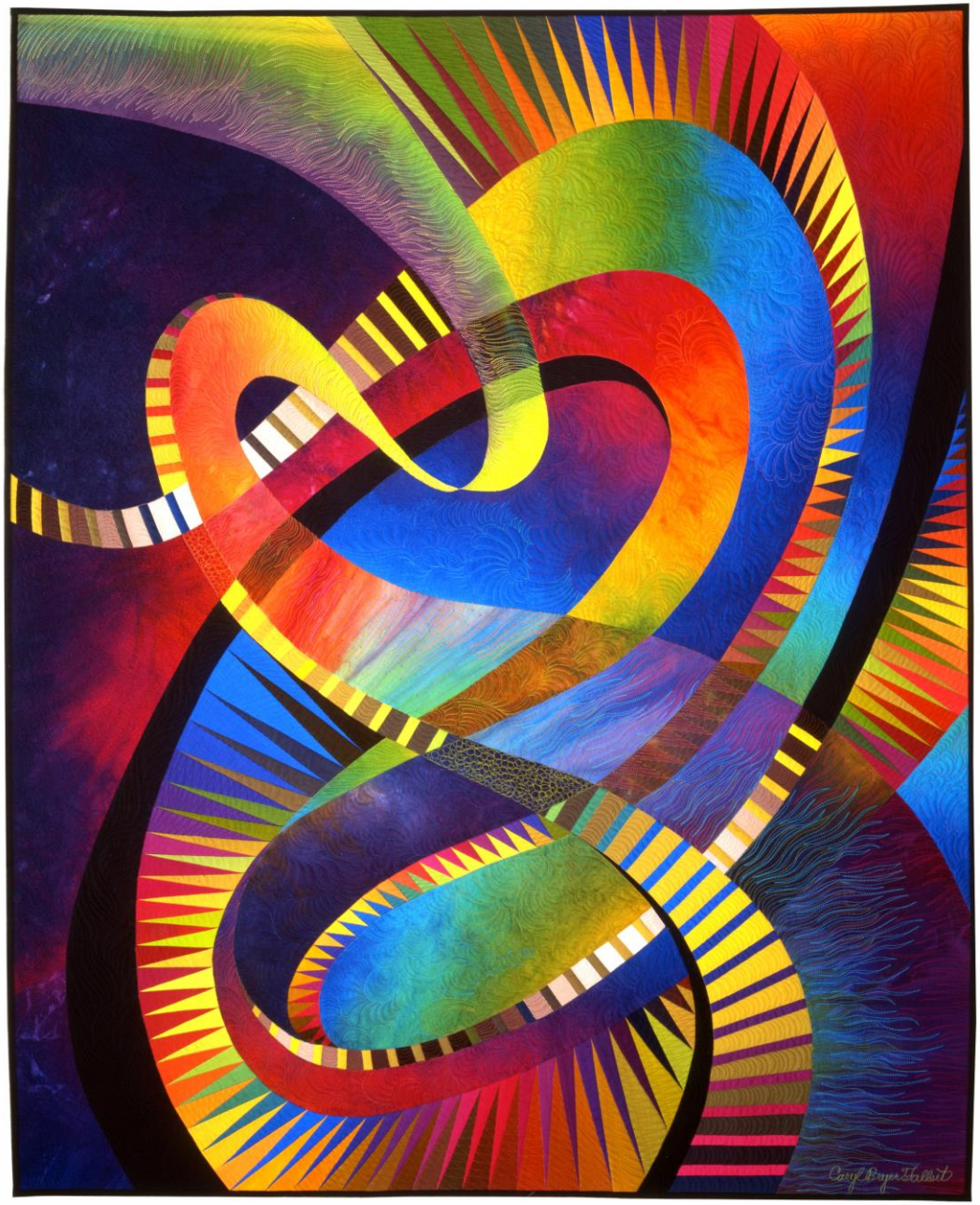
Alli E. Rhoat _____ AQS Certified Appraiser

I don’t usually get my quilts appraised because I have sold most of them and have a sense of what people are willing to pay for them.

On two occasions, the buyers have asked for appraisals.

One was a commission. The buyer and I agreed on a price of $7500, and she agreed that I could show it in the AQS show in Paducah before it was delivered. It won the award for Best Machine Workmanship and ended up being appraised for $15,000.

Sale price: $7500
Appraisal: $15,000

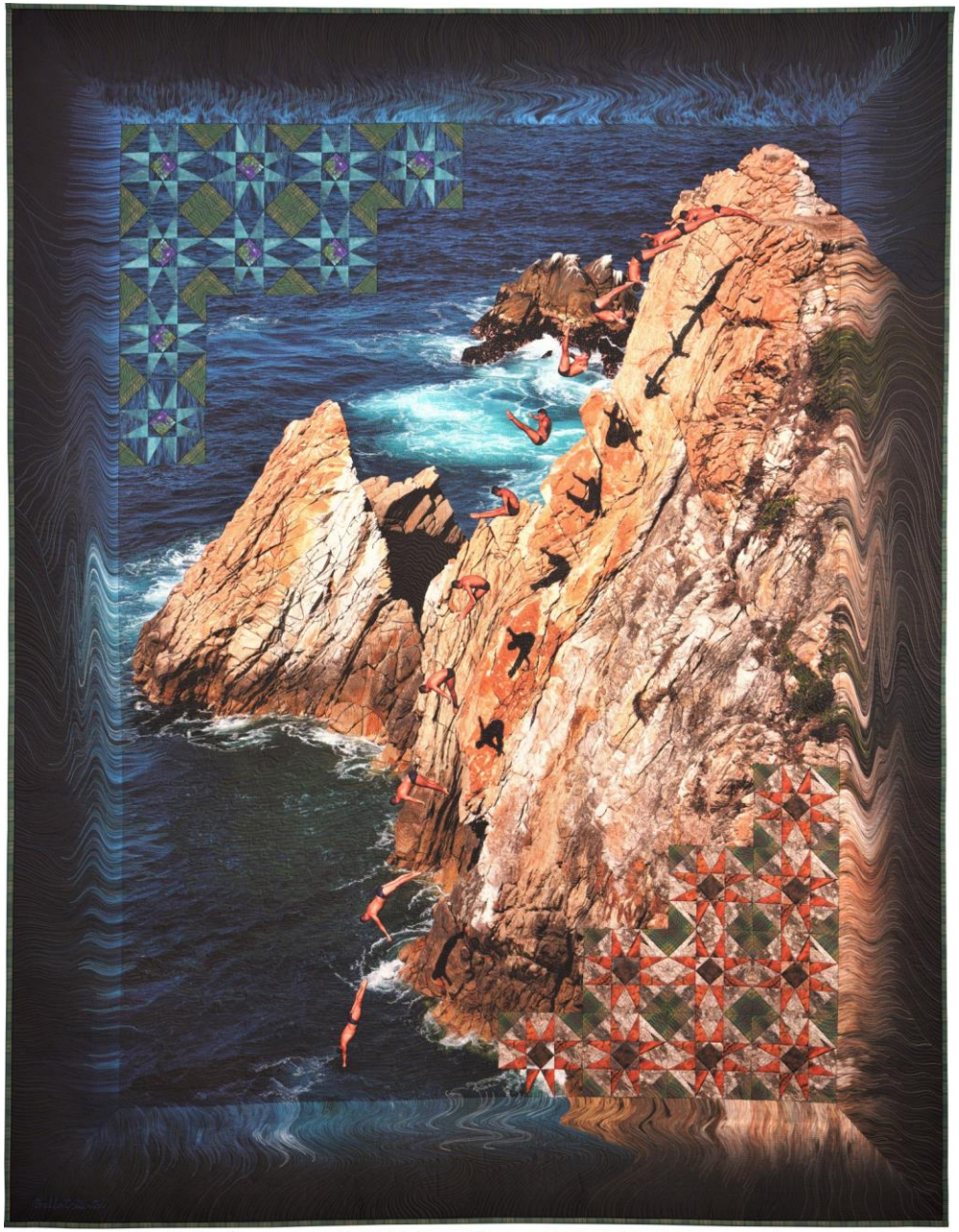


Midnight Fantasy #6 • 59” x 48” • Copyright © 2003 Caryl Bryer Fallert • Bryerpatch Studio • www.bryerpatch.com

The second was my Plunge quilt, which was in 12 shows and won one award… second place at the Mid Atlantic Quilt Festival. The selling price was $6400. It was appraised for $12,375.

Could I have sold it for that much? Who knows?

Sale price: $6400
Appraisal: $12,375



Plunge • 53” x 68” • Copyright © 2019 Caryl Bryer Fallert-Gentry • www.bryerpatch.com

Some of us have quilts we don't really want to sell, but we would like to show them.

Some of our PFA venues don't require that the work be for sale, but others do.

NFS

not for sale



Watch Master • 53.5" x 53.5" • Copyright 2008 Caryl Bryer Fallert • www.bryerpatch.com

For our PFA show at Field Hall in 2024, they requested that all work be for sale. Gail Hains did not want to sell her Koi quilt, so she priced it at $12000. It did not sell, but if it had, hopefully the price would have been worth it to her.

If you do this, remember to figure out what you need to have and then double it to be sure it is worth giving up.



Koi…The Seven Dragons • 26”x 58” • Prefer NFS, but $12,000 if needed

In 1988, when I was still relatively new in the business, I attended a seminar on pricing and marketing your art in Chicago. One of the speakers said …

“ If your work is not selling, double the price.”

It’s the only thing I remember from the whole three-hour seminar and probably the best advice I can pass on to you.

