

## RENTAL BASICS AT A GLANCE

- Rental contracts are for a three month period. After three months, you may purchase the work, continue to rent, select new work or terminate the rental contract.
- 50% of the rental fee is applied to the purchase price.
- Rental payments may also be deducted as operating expenses.

Monthly Art Rental Fees	*Hanging Fees
Up to \$500———\$60	1 to 5 Works of Art——\$50
\$501 to 1000———8%	6 to 10———\$75
\$1001 to 5000———7%	11 to 15———\$100
Over \$5000———6%	16 & over———\$150

Example:

4 Paintings———Value \$1000

3 Photographs——Value \$800

Total Value: \$1800

Rental fee——7% of total = \$126

Hanging fee: 7 paintings/photographs \$75

Total fees: \$126+\$75=\$201



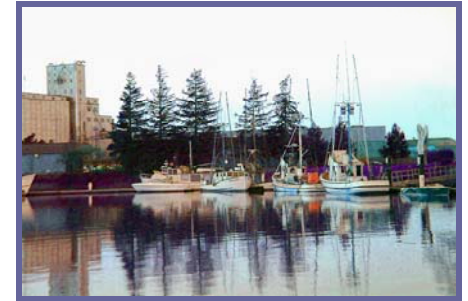
*Voted Best Art Gallery 2008 Sonoma County*

### ART RENTAL PROGRAM

Riverfront Art Gallery  
 132 Petaluma Blvd. North  
 Petaluma, CA 94952  
 Phone: 707.775.4ART(4278)  
 Email: info@riverfrontartgallery.com  
 Website: www.riverfrontartgallery.com



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## Riverfront Art Rental Program

The Riverfront Art Gallery represents a select group of Northern California-based artists who explore a wide range of styles in paintings, prints, and photographs. The Gallery offers artwork for rent or purchase and provides a consulting service for business and individual clients. Art may be rented for a three-month period, with fifty percent of rental fees applicable toward the purchase. Clients who wish to buy the work may do so at any time during the rental period.

## How It Works

When you make an appointment with the gallery and determine which artworks you want to rent, we will come to your business or home and hang the art.

## Why Rent Art?

### *Try the art before you buy*

Riverfront Art Gallery's goal is that you love the artwork you choose. Renting lets you live with a painting or photograph before making the commitment to purchase. You may rent any work of art for as many three month rental periods as you want. At the end of each rental period, you have the option to buy the work. Fifty per cent of the rental fees\* paid will be applied toward the purchase price. (\*Excludes hanging fees)

### *Create new views*

We all need a change of scenery now and then! Original paintings and photography provide a sophisticated touch for work places as well as homes. Renting art allows you to enhance your home or business with creative artwork by our resident artists. In addition, you may deduct the cost of the rent as an operating expense, which may be tax deductible.

## **Consulting . Delivery . Installation**

The Riverfront Art Rental Program offers a convenient and cost-effective way to improve aesthetics without making a major investment. Artwork may be purchased at anytime or returned and renewed at the conclusion of the three month rental cycle. We will facilitate delivery and installation, then work with you in an on-going manner to rotate your personal collection on a regular basis. Choosing art should be fun and stress-free and our rental program is just that.

