

17/20 TIERED COMMISSION PROCEDURES

Laguna Art-A-Fair operates under a two-tiered commission schedule. Artists on the grounds at the time of a sale will receive 83% of the total sales dollars. Artists not on the grounds will receive 80% of the total sales dollars.

1. **This procedure will go into effect Friday, June 29, 2018.** Receipts will not be used on Premiere Night and all sales commissions will be at the 17% rate.
2. **Each artist will be issued a two-part numbered receipt book.** The white copy will be for LAAF, the yellow copy should remain in the book and be retained for your records. The books will be in your purple folder in the office on Friday morning, June 29. Each receipt is numbered and the numbers recorded by the office. DO NOT use another artist's book, as this could lead to the wrong artist getting credit for the sale.
3. **LOST receipt books will be replaced for a charge of \$5.** If needed, ADDITIONAL receipt books will be issued at no charge.
4. **Each artist will be issued a page of name labels.** Please pre-place one label on each WHITE page in your receipt book. If you misplace or run out of your name labels, please hand write your name on the top of each WHITE page.
5. **Sales while on the grounds:** Write out a receipt for your customer, listing the date, item code, price and qty of items for that sale. Either tape the white receipt to the item or walk it with your customer and/or item to the sales booth. The white receipts will be stapled to LAAF's copy of the sales receipt at the point of sale.
6. **PRICE REDUCTIONS/DISCOUNTS: DO NOT USE THE RECEIPT TO INDICATE A REDUCED PRICE OR SPECIAL DISCOUNT.** The sales booth will be scanning your barcodes for prices. If you wish to give a customer a discount, walk the item up to the sales booth and tell the cashier personally.
7. **You will receive a report with your weekly check.** This report will have the same information that you are accustomed to receiving and will indicate which sales have been charged at the 17% rate and which have been charged at the 20% rate.

FREQUENTLY ASKED QUESTIONS:

WHAT IF MY CUSTOMER RECEIPT GOES MISSING? The receipt copies in your receipt book, and the details you list on them, will aid in resolving any discrepancies.

WHY DO I HAVE TO PUT SO MUCH INFORMATION ON THE CUSTOMER RECEIPT? If you want the benefit of the lower commission, take the time to complete your customer receipt properly. This is your best insurance for receiving the proper commission benefit. Use your pre-printed stickers to identify the receipts as yours. List your item code to further identify your work and prices. Whenever possible, TAPE the customer receipt to your work (please provide your own tape). The receipt numbers, name sticker and item codes are all ways to pairing artist with work sold.

17/20 TIERED COMMISSION PROCEDURES, CONT.

FREQUENTLY ASKED QUESTIONS, cont.

WHAT IF I'M TOO BUSY SELLING WORK TO FILL OUT A CUSTOMER RECEIPT? Artists on the grounds may choose to bypass the customer receipt, and pay the 20% commission. This may be an option to consider if you have a serious customer for a large piece, and another customer purchasing a couple notecards, for example. That being said, it should only take about 15 seconds to write the necessary information on a customer receipt.

WHAT IF I WORK WITH A CUSTOMER A LONG TIME, AND THEY RETURN TO MAKE THE PURCHASE AFTER I HAVE LEFT? If you feel you have a serious bite, you can let the customer know the item will be held for them at the sales booth until the end of the business day, and leave a customer receipt taped to the item at the sales booth. If, for whatever reason, you elect not to leave the item at the sales booth, and you are unavailable when the customer returns to make the purchase, the sale will be charged the 20% commission.

WHAT IF I AM ON THE GROUNDS, BUT NOT IN MY BOOTH? If you are not available to assist the customer in your booth, those sales will be charged the 20% rate.

DO I BENEFIT FROM THE LOWER COMMISSION IF I AM ON MY WORK SHIFT?

Artists on work shifts should be attending to their work responsibilities and not selling in their booths, except during a lunch break. If you are not in your booth to assist with the sale, that sale will be charged the higher commission rate. However, Grounds Mgrs and Sales Mgrs do make an effort to release workers when possible to assist with significant sales in their booths.

WHAT IF THE AMOUNT I AM PAID DOES NOT MATCH THE COMMISSION PERCENTAGES I THINK I SHOULD HAVE BEEN PAID? Bring your receipt book to the office as your backup information. Have prepared a list of items you feel were charged the wrong percentage. The office will investigate the claim as thoroughly as possible.

I HAVE A FULL TIME OUTSIDE JOB. HOW DOES THIS SYSTEM BENEFIT ME? The goal of the two-tiered commission system is to encourage artists to be on the grounds as often as they are able. More artists on the grounds generally translates to more and higher sales throughout the show. More artists on the grounds also tends to translate into more customers being helped by neighboring artists when the artist being purchased from is not available. Finally, customers tend to spend more time on the grounds when there are more artists available. Spend as much time in your booth as is possible. Have a friend or family member work your booth when you cannot. Get to know your neighboring artists, and help out in their booths whenever you can. They will return the favor when you are unavailable.

IS THERE ANY WAY THE CUSTOMER RECEIPT WILL BE CONFUSED AS A "PAID" RECEIPT, AND MY WORK "WALK AWAY" WITHOUT BEING PAID FOR? Security and Front and Rear Gate workers will be aware of the difference in appearance of our customer receipts vs LAAF sales receipts vs receipts from other shows. Security workers are instructed to visually check each receipt, and slash thru it with a marker. Our commission receipts are dramatically different in size and appearance from our official sales receipts as well as those from the other festivals, so there should be no confusion at the exit. Walking your customer receipt to the sales booth with the art to be purchased will further eliminate the chance of an accidental "walk away".