



**10 TIPS  
FOR  
WORKING WITH  
A REAL ESTATE  
DEVELOPER**

for Artists

**DISTILL CREATIVE®**

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## TIP #1

# Be Findable

Make sure you people can find you! Ideally, this includes having a website and Instagram account where you regularly share your work and progress. Make sure you have an email address listed in both places so potential clients can contact you.



## TIP #2

# Tell Us Who You Are

Often clients are looking for an artist local to a particular place or who represents a particular background. If you do not share this information on your website, then the client will not know.

An easy way to do this is to put it in your bio and include something like "based in \_\_\_\_\_."

### TIP #3

## Show Us What You Want to Be Commissioned for

It's more likely you'll get the work you want if you show what that is and share it with your friends and potential clients.

If you have never done a commission, consider doing something for a friend or family member that you can share. Also, make sure you share things you want to be commissioned for—not work you don't want to do anymore.

### TIP #4

## Record Your Work and Keep a List of Past Work

Make a list of all past work and record the following. You should also have work samples for each artwork.

- *Size*
- *Location*
- *Client*
- *Year*
- *Budget*
- *Contact info (phone, email, address)*

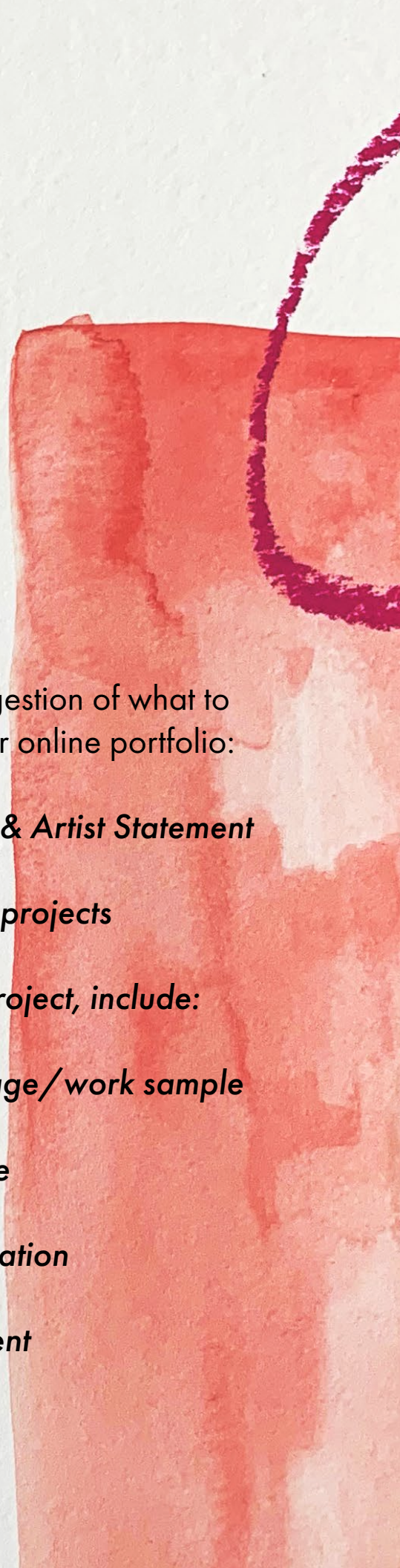


TIP #5

# Make an Online Portfolio

Once you have collected all your records, you can create an online portfolio that includes recent work.

Here is a suggestion of what to include in your online portfolio:

- *Biography & Artist Statement*
  - *Your top 5 projects*
  - *For each project, include:*
    - *Image/work sample*
    - *Size*
    - *Location*
    - *Client*
- 

## TIP #6

# Make a PDF

This can be your portfolio in PDF form. The goal is to make it easy for someone to share your work and to present it to someone else to get approval to hire you.

### Why have a PDF?

Because if a client wants to share your work with a co-worker or, more likely, a decision-maker who is higher up on the ladder than them, they will want to share a PDF not a link to a website.

They may even add your work to their own presentation that includes other examples, and it's a lot easier to pull an image from a PDF (via a screen shot) than a website—especially if your images on the website aren't downloadable.

### Make sure to include your:

- *Bio*
- *Artist statement*
- *5-10 work samples, including size, location, budget, and client details*
- *CV*
- *Contact info and whether you are willing to travel*

## TIP #7

# Have a Pricing Strategy

There are many different ways to price your public artwork.

One common way is to do it by square foot, with the price being determined by the complexity of the design.

You should also have a rate for a proposal fee, as often a client will want some kind of design proposal and you should charge for this.

You should also be ready to provide a full budget that includes design fee, labor, materials, installation, insurance, travel, lodging, and anything else you might need.

## TIP #8

# Ask for a Creative Brief Before You Start Any Project

This should include the project goal, inspiration, budget, and timeline. It is very likely that the client will not have this, especially if they are not working with an outside consultant.

You can offer to write something for them for a fee.

This will make sure you are both on the same page before you put in a design proposal and make it more likely you will be giving them what they want.

TIP #9

# Make a List of 5 Real Estate Developers Near You



There is real estate development going on everywhere you look.

It's likely you've walked by a construction site.

Go back to that site and look up who the developer is.

If you can only find the name of the construction company, Google that company and try to find out who they work with.

You can also look up the minutes for your city council or local community meetings and see what developments have been approved to determine the developers behind those projects.

A mid-size company is more likely to have the funds to hire you and be interested in differentiating themselves from other developers, so try to find them.

You can also search places like Urban Land Magazine for industry updates that may have information about your community.

Another option is to look for local interior design or architecture firms, which likely have connections with local developers.



## TIP #10

# Reach Out to Developers and Network

Once you have some developer names, use LinkedIn to see if you have any connections.

If you happen to have a family or friend connected, see if they know anyone in the marketing or development department.

### **If not, consider the following tactics:**

- Send a postcard to the marketing and development departments of local development, interior design, and/or architecture firms. Include a high quality image of a work sample on one side and your information on the other side with your website and contact information.
- Find a local networking event where real estate developers might be. You can search Urban Land Institute or Eventbrite to find events. Show up with business cards or your postcard and share what you do.
- Call the front desk of the development firm and tell them you are a local artist available to do mural work. Ask them if they know who you can contact.
- Meet up with other local artists already doing this type of work and ask them for tips. They may even need an assistant on an upcoming project.



# Resources:

## *The Artist's Guide: How to Make a Living Doing What You Love*

by Jackie Battenfield

*Buy it here.* This has detailed tips for your artist website, artist statement, work samples, how to promote yourself and your artwork, and much more!

## *The Big Artist Opportunities List*

by Everest Pipkin

This is a large list of opportunities you may be interested in.

Don't forget to check your local government and arts organization websites for public art opportunities!





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