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Welcome to LEON LOARD™

LEON LOARD™ is proud to have served thousands of oil portrait clients in the entire southeast and nation for over 65 years. Thank you for your interest in our portraits and we look forward to the opportunity of working with you. A second generation family company, we are working to expand and continue the wonderful tradition of fine oil portraiture for many generations to come.

LEON LOARD™ has become two separate companies: We are

LEONLOARDOILPORTRAITS and
LEONLOARDCOMMISSIONEDPORTRAITS.

LEONLOARDOILPORTRAITS offers our beautiful handpainted Signature oil portraits, the Gallery Canvas™ and the Studio Painting™. All stages of requesting a portrait can be performed in the comfort and convenience of your home or office. From the no fee initial consultation, the portrait sitting and portrait order to the delivery of your finished portrait, all of our clients have the confidence that their finished portrait will be perfect knowing that the In-Studio artists employed by **LEONLOARDOILPORTRAITS** are full time professional portrait painters. The entire procedure is designed to make the portrait process rewarding and pleasant for our clients. Our history of success pleasing clients and promoting our portraits enables the artist to concentrate on what he or she does best - painting.

Since 1947, **LEON LOARD™** has developed an excellent reputation for client satisfaction. Our goal for over 65 years continues today - to educate and guide our clients with knowledge and integrity. Our priority is to ensure your investment in an oil portrait is simple, convenient and most importantly, a perfect match to your individual taste and budget.

LEONLOARDOILPORTRAITS is dedicated to our rich history of fine oil portraiture displayed in your home or institution. Please call us at 800.235.6273. ▲

Describe the Consultation

A Consultation is optional but is preferred. A **LEONLOARDOILPORTRAITS** Artists Representative will gladly visit your home or office to show actual portrait samples of our Gallery Canvas™ and Studio Painting™ oil portraits. There is no fee or obligation for the Consultation in your home or office. You will learn about framing options and he/she will describe the entire portrait process. Different size samples will be shared and will lend insight to clients who want to visualize the ideal size portrait for their home. Our professional Artists Representative will warmly greet you and will work to answer all of your questions. He/she will ask what you may have in mind regarding the look and feel of your desired finished portrait. He/she will ask you the location(s) you prefer to pose the subject. If you do not already have something in mind, he will make suggestions. This information will be shared with our Staff

Photographer before the sitting. If you are unsure, our Artists Representative will ask you to consider and make a decision before our Staff Photographer arrives for the portrait sitting. The actual consultation ordinarily takes about 30 minutes to one hour. ▲

Describe the portrait sitting

Upon arrival for the portrait sitting, a **LEONLOARDOILPORTRAITS** Staff Photographer will warmly greet you and will confirm with you what you may have in mind regarding the look and feel of your desired finished portrait. He will ask you the location(s) you prefer to pose the subject. If you do not already have something in mind, our professional will offer suggestions. The actual sitting time with each individual subject will require approximately 15-30 minutes depending upon the subject. A child may allow the lesser time due to their short attention span. A typical sitting of a child should require approximately 30 minutes. Groups of individuals may require more time.

Our Staff Photographer will conduct the entire session and will shoot approximately 50-60+ digital images in order to ensure that he obtains a thorough selection of expression, pose and background elements from which to select (when the proofs are shared with the client several days to one week later). The proofs will be edited and shared with the client. ▲

How Do I Prepare for My Portrait Sitting?

- View this website and our literature in order to gain ideas about your preferred posing, clothing and background.
- For clients who desire an outdoor background, it is not necessary to conduct the sitting outdoors on a sunny day. In reality, the quality of proofs taken indoors is far better due to our Staff Photographer's ability to control lighting and shadows. Squinting eyes, splotchy shadows, harsh angle of the sun, and wind can be eliminated by having the sitting indoors. It is then the artist's job to paint in the type of background desired by the client.
- The **LEONLOARDOILPORTRAITS** Staff Photographer wants to hear your ideas concerning posing and the feeling and look you have in mind for the portrait. This information will be helpful in the way our Staff Photographer conducts the sitting. However, don't worry if you don't have ideas or requests for our Staff Photographer. He or she

will professionally conduct the session and the end result will be a thorough selection of poses and expressions from which you can choose.

- Many clients feel that they must cancel a sitting appointment when their child scratches his face or has a temporary blemish. Because the oil paint used in our work is opaque, these problems can be overcome by painting them out. We do recommend rescheduling when swelling causes the subject's facial features to be enlarged.
- When a client desires a specific background or setting, it is not always necessary that the sitting take place in that particular location. Most often the sitting can be done indoors and the desired background can be painted in, as the client desires. We do recommend, however, that if a specific piece of furniture or family heirloom is to be incorporated as a background element, it should be posed correctly around the subject during the sitting, or that our Staff Photographer takes a photograph of the element.
- It is not necessary to cancel a sitting if a child loses teeth before the sitting takes place. Teeth can usually be painted in if an awkward gap shows. If the loss of a tooth (usually a top tooth) changes the structure of the mouth, however, the client may want to consider waiting a while. Because our Staff Photographer usually shoots for a more timeless and subtle expression (rather than a toothy grin), losing teeth should not be a concern.
- We recommend that our clients wait to dress their children until our **LEONARDO OIL PORTRAITS** Staff Photographer arrives. Upon arrival, our Staff Photographer will require approximately 10 minutes to set up - a perfect opportunity to dress your child.
- **NOTICE!!** In preparation for a sitting, we recommend that the subject have a haircut if necessary at least two weeks before the scheduled sitting to avoid the "just shorn" look. Subjects should wear their hair as they normally do- no fancy portrait hairdos or you won't be pleased with the proofs.
- Regarding hairstyles, small changes can be made such as adding wisps, filling in gaps and bangs, painting out stray tags of hair, etc. We can't completely change hairstyles or lengthen hair substantially.
- Certain changes can be made to clothing. Clothing colors can be changed if the desired change is a light color to another light color, or one dark color to another dark color. It is not possible after the

painting is complete to change a black/dark shirt or dress to white, or a lighter color. ▲

What are the recommended ages for a portrait?

- While all children mature differently there are certain ages that seem most popular for children's portraiture. The most appropriate age for a young child's portrait is between the age of 3 and 5 years. This is the fleeting time when a child still has a "baby" look but definitely has his own personality and character traits. It is important that you catch your child before getting into that "snaggleteeth" stage when his features begin to change so dramatically.
 - Once your child has grown out of the awkwardness of losing teeth and possibly braces, there are many age opportunities that are appropriate for a portrait. ▲
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What is appropriate to wear for a portrait?

- This is variable depending on the personal tastes of the client, the degree of formality or informality of the home and the desire for a particular look.
- Girls: We suggest a simple, classic dress in light colors complimentary to the child. White, or any of the many shades of white, ecru, or any light color are beautiful. Keep the dress simple, without extreme ornamentation, especially around the face. Remember that you want a portrait of a girl in a dress, not a dress with a girl in it. If a hair bow is used, it will look best if it is small and delicate. Large bows tend to look as if they are perched on the head and detract from the face. Avoid patterned dresses or dresses that are trendy.
- Boys: Again, the degree of formality desired will guide you somewhat. Heirloom clothing can be worn with the younger age group if your son does not object. At this age, a sailor suit is a nice alternative to French hand-sewn clothing in the event that your son has grown out of (or never did wear) lace. A simple but comfortable look is a nice button down or polo shirt with khakis or shorts. This can be dressed up by adding a cardigan or pullover sweater. If you desire a very informal look, sport shirts and jeans are acceptable, particularly if your son is very outdoorsy. After all, it is your house and your painting. We suggest you avoid a suit and tie on small boys, as they can appear overwhelming and bulky.

- Women: Again we believe classically styled clothing with simple lines is best. This does not necessarily mean the painting will be formal as the pose also affects the feeling of the portrait. This helps to avoid the dated look of more trendy clothing. Clothing should be fitted or at least trim so as to flatter your figure. Avoid fussy, high or elaborate collars, as they will detract from the face. Baggy or loose fitting clothing will look sloppy. Trendy hairstyles will also date the painting, so wear it to be becoming without screaming the era in which the painting was done.
- Men: If you choose a suit, be sure it is conservative, medium to dark in color, classic in style and well fitted. A white shirt and a tie with some color and subdued pattern is best. Wear your hair as you normally do, but get your hair cut about 7 to 10 days in advance of the portrait sitting to avoid the just shorn look. If a more informal look is desired, a button down shirt with a blazer or sweater will give you this look along with comfortable slacks. ▲

Separate or group portraits of children?

Again, this is dictated by your desire to see the children together, or you may prefer an emphasis on their individuality. Obviously, budget comes into play. If children are painted individually, at a future time, his or her painting can be handed down as a family heirloom within their own family. Doing this will avoid the future question inherent in a group portrait, "Who gets the painting?" ▲

Can you paint a portrait from old family photographs?

A posthumous Gallery Canvas™ or Studio Painting™ portrait can be created using an existing image as a reference tool, depending on the condition of the image itself and the clarity of the subject's facial features. Our talented artists can create a beautiful portrait as a lasting tribute for a family member or business leader who is no longer living.

We often encounter situations where clients desire a portrait of a loved one at a younger age. For instance, if you are having a portrait done of a younger child, and an older child has already passed the desired age for a child's portrait, a beautiful portrait can still be painted.

Our Staff will scan (or request digital images) the respective image(s) and this image(s) becomes the digital image basis for the to-be-

painted portrait. Then, one of our skilled artists paints the subtle digital image that has been printed on the canvas provided from selected image(s), ensuring a genuine likeness. Clients may elect to have a detailed background painted depicting special elements from their home or other described setting,

Please share your photographs with your Artists Representative and he/she will assess the condition of the photograph(s) and the clarity of the subject's facial features. Our Artists Representative will explain what options are available to you. ▲

When ready to schedule a portrait sitting

- View our portrait [sitting schedule](#) across the entire southeast and a possible special offer for your area on this website. From here, you may [Book A Sitting Online](#) through our secure server. Our own LL Staff Photographers travel extensively across the entire southeast to conduct LL oil portrait sittings. The non-refundable sitting fee is \$300 (1st subject, each additional subject is \$100 additional), and must be received before the sitting date week. One fee per portrait, per session. Re-sitting fee is \$300. Sitting fee does not apply to portrait order. Client may only retain proofs with portrait order. Image reproduction fee is \$150. Our travel costs per portrait are significantly increased when only 1 person is ready to have their portrait sitting conducted during a scheduled trip. You can help us, and you may reduce your own sitting fee when you help schedule your friends for LL portrait sittings during the same trip. *Single sittings, unusual circumstances, and unusual travel may increase the sitting fee > \$300.*

- If you do not wish to use our online form, call 800.235.6273 and press option #1 to schedule and pay for your Portrait Sitting, with the appropriate sitting date with time in mind. Please provide a credit card or you may mail a check for the \$300 sitting fee as confirmation of your sitting commitment. Please also confirm the Portrait Sitting location and provide directions. You may always pay by check and mail to the following address:

LEON LOARD™
P.O. Box 230216
Montgomery, AL 36123

- Note: 3% convenience fee will be added to all credit card charges.▲

Client review and selection of proofs and portrait order

- The client's review and selection of proof(s) occurs within 14 days of the portrait sitting and takes place in your home or office. It is important that you ask questions and make as many decisions as possible while a **LEONLOARDOILPORTRAITS** Artists Representative is present to assist you! Our Artists Representative will arrive at your home with the top proofs photographed by our Staff Photographer. All proofs will be graded and the best proofs will be marked as good, excellent, etc. We believe these select proof(s) will help make the best portrait. But, the client makes the final proof selection, because he/she knows the subject best!
- Our Artists Representative will display actual portrait samples of all types of portraits we offer. He/she will also have a selection of frames for your review. Portrait samples help the client visually differentiate between the types of portraits available through **LEONLOARDOILPORTRAITS**. In addition, decisions regarding size, framing, background, color usage, etc. are made much easier by seeing actual sample portraits in your home.
- **LEONLOARDOILPORTRAITS** Artists Representatives are very knowledgeable in all aspects of oil portraiture. It is important that the client rely upon the artistic and technical knowledge of our Artists Representative in selecting the appropriate proof, size, background, and frame for the portrait. Our Artists Representative will present all of the options available on the day of proof selection in order to make the client feel confident and relaxed in placing the portrait order. It is important that upon presentation of the proofs by our Artists Representative, any family members who are integral in the decision process be present on that day.
- A 50% first payment is required upon proof selection, which completes the portrait order. **LEONLOARDOILPORTRAITS** accepts Visa, MasterCard, Discover, American Express and a personal or business check. If the client is not able to make a proof selection on the day of proof review, a 50% first payment is required in order to leave proofs with the client. The selected proof(s) must be returned within 2 weeks.
- If the proof(s) selection is not made within 14 days of portrait sitting, any portrait ordered will be priced at the regular price(s) then in effect. We are exploring our storage capabilities and realize in the future, it will be necessary to limit the amount of time we keep

portrait sitting images on file. The resulting effect will be that if a proof(s) is not selected timely, the only option for a portrait will be to conduct a re-sitting with another portrait sitting fee.

- In addition to making a decision regarding proof selection, size, background, and framing on the day of proof review and selection, it is helpful for the client to have other information ready for our Artists Representative. For example, it is helpful to have information on intricate detailing and coloring, such as clothing, jewelry, and color snapshots available.
- For previous clients who are matching or complementing an existing portrait for color, background or size, please inform our Staff Photographer that you already have a portrait from **LEONLOARDOILPORTRAITS**. He/she will take photographs of your existing portrait(s) to ensure that each portrait painted in the same family is painted consistently regarding proportion, background, values, colors and technique. ▲

Describe the portrait delivery

LEONLOARDOILPORTRAITS is working to develop a system that will allow us to accurately project when portraits (and frame) will be shipped. This projected date is difficult to predict because 1) portraits may require some final fine tuning before being considered complete and varnish/drying time may vary, and 2) we may not have yet received a special ordered frame. Nonetheless, it is our goal to notify each client approximately 1 week prior to shipment that we plan to ship that particular portrait the following week. We are unable to predict the actual day and time of shipment. We do understand that FedEx will make three attempts to deliver a portrait. When a client is not home to receive the portrait, a notice will be left with telephone numbers, etc. to allow each client to call and make arrangements to redeliver, etc.

All portrait shipped are packed in a custom-made box that protects the portrait (and frame) during shipping. (Any photos and clothing used as a reference for the portrait will be included in the box.) Please save this box and packing foam for at least 30 days, or until you are sure that the portrait requires no adjustments. If a portrait adjustment is necessary, we request that you call us at 800.235.6273 and press option #2, to request a call-tag be sent to pick up your portrait. (There is no charge for simple adjustments and related shipping fees.)

Very large portraits may be shipped by bus, and are prepaid.

- Portrait balances are required to be paid at time of completion.
- Portraits are generally shipped by FedEx. The price for shipping and handling portraits ranges from \$85-\$250+. All portraits have a shipping and handling fee, unless client picks up his/her portrait at our Corporate Office. All portraits picked up from the Corporate Office will be charged Montgomery, AL sales tax and, if adjustments are requested, client will be responsible for travel. ▲

How do I care for my portrait?

- To keep portrait free from dust and buildup, dust portrait and frame lightly with a soft, dry cloth.
- Do not use any type of cleaning agent to clean your portrait and frame
- If portrait becomes damaged, please call our Corporate Office at 800.235.6273 and press option #1. ▲

What if my portrait requires adjustment?

LEON LOARDOILPORTRAITS will make every reasonable effort to satisfy our clients. Most clients are in awe when they receive their **LEON LOARD™** portrait. When viewing your portrait for the first time, be sure to stand at least 6 feet away from the portrait. A portrait should not be scrutinized up close, but at a distance, so that the entire portrait can be enjoyed. We ask all of our clients to live with their portrait for at least 30 days. During this period, we have learned that most portraits tend to grow on our clients. But if aspects of the portrait continue to need adjustment, please call us at 800.235.6273 and press option #2. We will talk with you and ask you to please write and describe all the necessary adjustments you believe exist. We will promptly send a call tag or make other arrangements to collect the portrait and return it to our In-Studio artist and he/she will make the necessary adjustments. Our In-Studio artist will read your comments and may call you if he/she has questions. If you know in advance you prefer to talk with the artist, please state on your note and our In-Studio artist will call you before beginning the portrait adjustment. There is no charge for simple adjustment(s) and related shipping fees. ▲

Pricing and Considerations. Fees effective through 12.31.14 (*prices subject to change*)

Thank you for your interest in our oil portraits painted by our own professional, In-Studio artists at our Corporate Office and Artists' Studio in Montgomery, Alabama. We look forward to the opportunity to work with you and your family. **LEON LOARD OIL PORTRAITS** offers our beautiful handpainted Signature oil portraits, the Gallery Canvas™ and the Studio Painting™. All stages of requesting a portrait can be performed in the comfort and convenience of your home or office ... from the no fee initial consultation, the portrait sitting, portrait order, to the delivery of your finished portrait. The entire procedure is designed to make the portrait process rewarding and pleasant for our clients. Our history of success pleasing clients and promoting our portraits enables the artist to concentrate on what he or she does best - painting.

THE GALLERY CANVAS™ . . . is painted with only quality oil colors in a loose, very painterly fashion by one of our senior, In-Studio skilled artists whom you select . . .

The Gallery Canvas	
36" x 48"	\$5,795
36" x 42"	\$5,795
30" x 40"	\$5,395
30" x 36"	\$5,395
26" x 32"	\$4,895
24" x 30"	\$4,895
22" x 28"	\$4,895
20" x 24" bust	\$3,245

THE STUDIO PAINTING™ . . . primary Signature oil portrait of the In-Studio artists of **LEON LOARD™** . . . has a more photorealistic, defined and exacting quality than a Gallery Canvas™.

The Studio Painting	
36" x 48"	\$3,595
36" x 42"	\$3,395
30" x 40"	\$3,095

30" x 36"	\$2,595
26" x 32"	\$2,295
24" x 30"	\$1,995
22" x 28"	\$1,745
20" x 24"	\$1,545

- All the prices above do not include sitting fee, additional background, additional subjects, framing, shipping and sales tax if applicable.
- \$300 non-refundable sitting fee (1st subject, each additional subject is \$100 additional) must be received before sitting date week. Sitting fee can be paid through our website, <http://www.leonloard.com/llop/booking.htm>. One fee per portrait, per session. Re-sitting fee is \$300. Sitting fee does not apply to portrait order. Portrait order/proofs are selected within 14 days of portrait sitting. Client may retain proofs only with portrait order. Image reproduction fee is \$150.
- 50% portrait order paid as a first payment, when portrait order/proofs selection is made. Balance paid when portrait is completed.
- Additional % charge(s), based on the regular portrait price, are added to portrait order for a non-Old Masters background. E.g. Outdoor settings, furniture, staircases, rugs, etc.
- Regular portrait prices above are 50% more per each additional subject in same portrait. Pets/animals are ordinarily 25% additional.
- Portraits are generally shipped by FedEx. The price for shipping and handling portraits ranges from \$85-\$250+. Very large portraits may be shipped by bus, and are prepaid. All portraits have a shipping and handling fee, unless client picks up his/her portrait at our Corporate Office. All portraits picked up from the Corporate Office will be charged Montgomery, AL sales tax and, if adjustments are requested, client will be responsible for travel. All portraits are shipped in a custom-made box that protects the portrait (and frame) during shipping. Any photos and clothing used as a reference for the portrait will be included in the box. Please save this box and packing foam for at least 30 days, or until you are sure that the portrait requires no adjustments.

- The **LEONLOARDOILPORTRAITS** Artists Representative and Client acknowledge the projected completion time for each portrait. When a portrait has been completed and is ready to be shipped/delivered, client will receive notice stating same and balance due. Upon this notice, client agrees to accept portrait for delivery when shipped and pay the balance due COD or before portrait arrives.
- If client does not pay the balance due within 30 days of notice, client will be responsible for a finance charge of 1.5% per month (18% per year) of the balance due. All portrait balances outstanding for more than 120 days will be referred to an attorney for collection. Client is responsible for all related attorney fees, court costs and finance charges.
- Note: 3% convenience fee will be added to all credit card charges.
- There is a \$35 charge for returned checks. ▲

Matching and Complementing Portraits or Frames

- For previous clients who are matching or complementing an existing portrait for color, background or size, please inform our Staff Photographer that you already have a portrait from **LEONLOARDOILPORTRAITS**. He/she will take photographs of your existing portrait(s) to ensure that each portrait painted in the same family is painted consistently regarding proportion, background, values, colors and technique.
- No matching or complementing portrait will be exactly like the previous portrait.
- The color/tone of a matching frame will be similar but not identical to the previous frame due to the frame manufacturer's procedures. ▲

▶How many professional Portrait Artists are employed by **LEONLOARDOILPORTRAITS**?

Seven professionally trained In-Studio artists paint in our Corporate Office and Artists' Studio. Many years of education and training are required to paint the Studio Painting™. More training is required to paint the Gallery Canvas™. Four of our In-Studio artists have earned Masters degrees, 2 have earned Bachelors degrees and 1 has an associate degree in Fine Art. Collectively, our In-Studio artists

possess over 100 years of professional painting experience. We look forward to serving many generations to come. ▲

▶How many professional Staff Photographers are employed by **LEONLOARDOILPORTRAITS?**

Six professionally trained portrait photographers serve as our Staff Photographers. They are located in various parts of the southeast and each serves a two-state geographical area. Our Senior Staff Photographer, Greg Johnson, also travels to other parts of the United States for portrait sittings. Our Staff Photographers cover our entire service area by following a portrait sitting schedule that is planned 6-12 months in advance. Other portrait sittings are scheduled as opportunities develop. Collectively, our Staff Photographers possess over 100 years of professional portrait photography experience. We look forward to serving many generations to come. ▲

How many professional Artist Representatives are employed by **LEONLOARDOILPORTRAITS?**

- Twelve professionally trained men and women serve as Artists Representatives throughout the southeast. Most live in different states and serve a 1-2 state geographical area. Arnold McRae, owner of **LEONLOARDOILPORTRAITS**, also travels to other parts of the United States to visit clients and promote our growing portrait business.
 - Each Artists Representative has been educated and trained to be an expert in the field of oil portraiture. All Artists Representatives possess the knowledge to help ensure that your investment in a portrait is simple, convenient and most importantly, a perfect match to your individual taste and budget. Our goal for over the past half-century continues today - to educate and guide our clients with knowledge and integrity. We are thankful for our rich history of serving clients in the southeast and many other states across our country. Our commitment to customer satisfaction is unequalled. We look forward to serving you in the same fashion. Please call us today at 800.235.6273. ▲
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How many professionals are employed and work in the Corporate Office and other offices of **LEONLOARDOILPORTRAITS?**

Ten professionally trained men and women serve in our Corporate Office and other offices working with clients and facilitating

communication through our company. All customer service, sales, marketing, printing specialists, shipping, frame inventory, business office functions and our regional computer network is based at our Corporate Office. Each staff person has been trained to provide the best portrait customer service and satisfaction possible. We look forward to serving many generations to come. Please call us today at 800.235.6273. ▲

What is the mailing address (and the physical address) of the Corporate Office and Artists' Studio of **LEONLOARDOILPORTRAITS?**

Mailing address: P.O. Box 230216 • Montgomery, AL 36123

Physical address: 3018 Woodley Terrace • Montgomery, AL 36106

Thank you for your interest in our oil portraits.

