American Art

FREEMAN'S
Freeman's by the Numbers

88 COUNTRIES
With Active Buyers

$6.4M | $4.7M
Best Auction Result to Date
Highest Selling Lot to Date

92%
Average Sell-Through Rate

$10M+
Total Result for Single-Owner Collections

Based on Freeman's Data
American Art

As the only house outside of New York with auctions devoted solely to American Art, Freeman’s consistently sells high-quality works in various media and subject matter. In recent years, Freeman’s has won the consignment of several major American Art collections and achieved resounding prices for works by a range of renowned American artists.

On December 6, 2020, Freeman’s sale of American Art and Pennsylvania Impressionists achieved an impressive 93% sell-through rate and realized over $5.2 million—Freeman’s best ever result for a sale of American Art.
WORKS SOLD BY

CHARLES BURCHFIELD
JAMIE WYETH
NORMAN ROCKWELL
WILLIAM GLACKENS
ANDREW WYETH
ARTHUR B. CARLES
GUY WIGGINS
NEWELL CONVERS WYETH
MARTHA WALTER
CHILDE HASSAM
MILTON AVERY

AMONGST OTHERS
Personalized Attention

Freeman’s prides itself on the focused and personalized attention afforded to each and every collection. We believe that any successful auction involves an ongoing dialogue, and we continually and actively engage with both our consignors and buyers throughout the auction process.

Senior experts with decades of market experience and deep buyer networks weigh in on decisions surrounding successful sale and marketing strategies for all collections. Our specialists conduct thorough research; navigate the sometimes complicated and extended process of authentication; and perform targeted, personal outreach to maximize focus on the top works in each collection.
Tradition and Innovation

As America’s oldest auction house, Freeman’s has been a constant in the auction world for 215 years. Today, due to our longstanding tradition of excellence, we are considered one of the leading auction houses on the East Coast.

Freeman’s familiarity with the market, dedicated team of specialists, and relentless focus on service have resulted in an international reputation for achieving exceptional prices and client satisfaction.

Our regional offices and representatives, combined with our international alliance with Lyon & Turnbull and our strong online presence, mean that we are able to meet today’s growing demand for global service.

In early 2020, Freeman’s opened its new flagship location in Center City’s prestigious 2400 Market Street and a second Philadelphia location at 1600 West Girard Avenue.

While we remain ingrained within the heart of the city that we have called home since 1805, we maintain our legacy by innovating in today’s thriving auction world.
Adaptability

As we celebrate our legacy and look to the future, Freeman’s has carefully examined the current market and industry and thoughtfully developed new processes, technology and staffing to become more adroit and competitive within the fast-changing art industry.

Our resourceful and forward-thinking solutions enable us to quickly pivot, adjust to new circumstances, and to customize our services to better meet the needs of our clients.

- New online bidding technology Freeman’s LIVE, including exposure on digital auction platforms such as Invaluable, Live Auctioneers, and Bidsquare
- Efficient workflows centered on the client consignment and bidding experience
- Data-driven marketing strategies that maximize results for consignors
Freeman’s has an extensive history of impressive sales of work by Andrew Wyeth, including this winter scene depicting Chadds Ford, Pennsylvania—one work that depicts the artist’s shift from use of oil to tempera—that far exceeded its pre-sale estimate.

**Andrew Wyeth (American, 1917-2009)**

*Winter Corn Fields (detail), 1942 tempera on board 18 x 17 in.*

Pre-Sale Low Estimate: $600,000

Sold at Freeman’s: $1,145,000

191% of Low Estimate

Freeman’s June 2021 American Art and Pennsylvania Impressionists auction featured six works by Albert York—a historic occasion, as never before had so many works by the artist been offered at the same time at auction. *Still Life: Green Apples* quadrupled its pre-sale estimate to sell for $239,400, shattering the previously held world auction record for a painting by York.

**Rare Works by Albert York** offered individually in American Art and Pennsylvania Impressionists Auction June 6, 2021

**Collective Pre-Sale**

Low Estimate: $171,000

Sold at Freeman’s: $685,440

428% of Low Estimate

**WORLD AUCTION RECORD**
Notable Successes

This painting by the iconic American painter and illustrator Norman Rockwell was the top lot at Freeman’s June 2021 auction, more than tripling its pre-sale high estimate after a tense bidding war between two telephone bidders. Freeman’s consistently delivers remarkable results for works by Rockwell, including a painting that achieved $514,000 in a December 2020 auction.

Pre-Sale Low Estimate: $100,000
Sold at Freeman’s: $478,000
478% of Low Estimate

Freeman’s 2014 single-owner sale, The George D. Horst Collection of Fine Art, achieved $4.3M overall in just 63 lots, boasting a 100% sell-through rate. Among the highlights was this canvas by the American Impressionist Frank Weston Benson, which elicited strong interest from buyers and ultimately more than doubled its pre-sale high estimate.

Pre-Sale Low Estimate: $200,000
Sold at Freeman’s: $662,500
331% of Low Estimate

Norman Rockwell
(American, 1894–1978)
Piney Rest Motel (Cozy Rest Motel), 1950
oil and pencil on canvas
18 x 17 in.

Frank Weston Benson
(American, 1862-1951)
Marshes of Long Point (detail)
oil on canvas
36 x 44 in.