

10 TIPS FOR HIRING YOUR WEDDING FLORIST

- Get off social media and check out their website. Be sure thier photos are within the styles that you are seeking. A good website will showcase some of the florists best work and the work they are wanting to create.
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- Take a peek at their portfolio, not just their weddings. You can really get a sense of what the florist likes to create by looking at all their work.
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- When looking at social media, don't focus on the amount of followers they have. This is absolutely pointless considering followers can be bought and in many cases are. Instead, look at their posts, photos, reels, stories and interactions with real accounts and people.
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- When you find the right wedding florist even if the proposal isn't 100%, don't wait to book them! Florists prefer 9-12 months to plan but in recent years florists are booking further out than that. Proposals can be adjusted within that timeframe and don't have to be perfected before you book.
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- Browsing their Pinterest page can help you get a sense of what they like and are drawn to, translating into the design aesthetic they prefer to work within.
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- Do you know someone who has used this wedding florist before? If so, ask them about how the process was. Was it chaotic, unorganized, or put together and seamless? How did the flowers look and how did they treat their client (your friend). In person referrals are gold!
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- Check out their Google account. Do they have one? Do they have reviews? Some reviews you may have to take with a grain of salt but overall what are people saying about their experience?
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- Do you want locally grown flowers? If so, hiring a traditional florist who also creates day of delivery arrangements almost always are using imported flowers. Ask! Some traditional florist will buy local for your special day and other times it's not even an option.
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- Do NOT compare proposals from florist to florist. Each wedding florist is different, has different experience and education and run their business differently. If something isn't quite right in your proposal talk to your florist to see where you can have the most impact within your budget.
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- Ask about minimums. Many wedding florists have minimums and this is because they know in order to execute your wedding to their design caliber, a minimum dollar amount is necessary. Make sure your budget and their minimum align but don't let it determine whether or not your reach out at all; sometimes wedding florist's place a minimum on their websites to deter an influx of unsustainable inquires. We understand budgets and are happy to work with you.
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