



As you requested,

"How to Choose the Right Florist for your Wedding"

The business of planning a wedding is full of the unknown and variables. Although most brides have dreamed about their "wedding day" for years, when it comes to the actual planning, the details can become overwhelming. Being able to depend on the professionals you hire to help and guide you through the process is the most important part of the planning. Choose a Florist, vendor or service providers, who will focus on making YOUR vision, come to reality.

Positive Initial Contact: Many Florists, vendors and service providers, have the resources, and knowledge from their experience, to explore your vision and help you reach that goal. Your vision, your style, would be our goal for you. One of the most important things that wedding professionals can give you, is the comfort of knowing that he or she will listen to your needs, as you communicate your vision for your wedding.

When Selecting a Florist be sure to keep these Key Elements in Mind: You should feel the comfort that this contact person will be a talented, flexible and an experienced professional. Often, a bride will have to focus first on the financials, when in fact, the financials are usually a result, not a start. However, it is a start if you have already and thoughtfully determined a budget, OR if you and the groom and/or Mom and Dad have set a limit. Then your efforts are focused on finding ways to make the budget work. Be prepared to adjust to what maybe your vision, to one that you and your florist think BEST fits the budget. It may be a mistake to expect that you can determine what you can buy with your dollars while shopping for florists. If communication is easy, florists will try to read your wishes and interpret those wishes in the designs that best fit your style. Flexibility allows florists to adjust the look to fit your budget, so start with how to estimate your budget. A budget made one or two years out, may turn out to be unreal when you get to the details that make the estimates real.

Drop-Dead Gorgeous Samples: Looking at photographs of the florist's work, asking about their professional affiliations and feeling that they approach their work with the passion, knowledge and experience that will help you establish their credibility. Wedding florists, like most GOOD FLORISTS, love the creative process and are willing and able to provide balance and adjustment to find expression for your vision. You may even ask for a prototype for a bouquet or centerpiece.

Extensive Knowledge of Available Flowers: All flowers, and sometimes your favorites, may not be available during your wedding time. If you find that some varieties are not available or are a bit pricey during some times of the year, be prepared to adjust your choices. Changing your mind is OK, but not a week before the wedding. Your Florist choice should be a Florist who has knowledge, experience and is prepared to advise you on alternatives that will fit and enhance your Wedding plan.

The most important component in accomplishing your dream is to have strong communication with your florist. Feel confident that your interests are the most important feature of the communication and trust that you are in good hands with a passionate floral professional. The photos will finally tell the story.

I hope you enjoyed the read and are ready to explore planning for your wedding and selecting a Florist.

Best Regards,

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