

Flower Math Bonus: This is how I set my “starting prices” on wedding flowers.

A note from Alison:

A Flower Math Alumni asked how I go about setting my starting prices so I’ve added this bonus material to give you a look at how my price points have developed over the course of my business.

Why set a “starting price”? Pricing a proposal takes far less time when minimums are established for each line item. Whether you itemize an initial quote/invoice for a client or simply offer a “lump sum total” when quoting a job, your established minimums will allow you to price as needed to turn a profit without having to write out recipes each time before you quote the job.

Flower Math Bonus: Floral Artistry’s “starting price points” over the last 16 years.

	Starting out in 2002	As my business grew	As I knew I needed to weed people out & get paid more	Now starting at...	Additional notes:
Bridal bouquets	\$125-175	\$175-225	\$225-250	starting at \$250	I’ll charge more than \$250 if need be, but most of the time \$250 will give me enough room in the recipe to fulfill the bride’s wishes. Callas, orchids & other specialty blooms start at \$325+.
Bridesmaids bouquets	\$55-65	\$65-85	starting at \$85+	\$95-125	I don’t make overly-large bridesmaids bouquets. I keep them smallish & simple. Medium-in size.
Floral crowns	\$50.00	\$65.00	starting at \$75	\$75+	Many florists charge more for flower crowns than I do..charge as you wish! It’s your time & art. If you want to start at \$125, that’s up to you.
Boutonnieres	\$9.00	\$12.00	\$14.00	\$15.00	I don’t usually charge more than \$15 unless it’s a specialty bloom.
Corsages	\$25.00	\$35.00	\$45.00	\$45+	Pin-on or wrist, same price.
Clutch bouquet/nosegay	\$25.00	\$30.00	\$35+	\$35-45+	Moms, Jr. bridesmaids, etc. start in this price point.
Large Ceremony Arrangement	\$150.00	\$175.00	\$175-225	\$225+	Floor pieces for a church, outdoor altar, etc.
Wreaths (large, full of flowers for church doors, etc.)	\$150.00	\$175-225	\$250+	\$250+	I always find that wreaths take so much product. I’ve never felt like I over-charged for the work I put into a large floral wreath!
Arbor flowers	\$150.00	\$175-225	\$250-375	\$350-550+	Arbor decor varies greatly based on “how full” the client would like the piece. Fabric will cost extra and should be billed by the yard.
Chair/pew flowers	\$25.00	\$30.00	\$35-45	\$35-55	This depends on how many flowers are required. It’s a nice add-on as there are usually 10-12 of them to decorate.
Low centerpieces	\$35-55	\$55-75	\$75+	\$95+	I will still occasionally do centerpieces in the \$75 range if I know I can still provide a full centerpiece at this price point. (For example, if we’re using white hydrangea and roses, but not much else.)
Tall centerpieces	too afraid to do them \$0	\$150-\$175	\$250+	\$350-450+	There is a lot of product required for elevated centerpieces and the delivery involved must also factor into the equation.

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“Fuller than average” low centerpieces	\$75.00	\$95.00	\$125.00	\$175-250+	When the budget is ample, a centerpiece with a larger budget allows for more choice blooms. It's nice to work in a higher-than-usual budget on centerpieces. The tables always look so full!
Mason jars	\$35.00	\$45.00	\$75.00	\$75*	*I really try to talk clients out of mason jars for centerpieces....they're simply not appropriately sized for a 5-6' round table. Oftentimes I suggest we use mason jars for the cocktail tables instead. I will do jars, but I try not to! If I do, they're beautiful & full, though!
Delivery & Set-up	\$150.00	\$195.00	\$299.00	\$350-495+	I used to be too shy to charge more than \$150 for delivery. I was afraid I'd lose the whole gig if I charged for all 5 hours I'd be working to deliver, set-up and unload. Now, I make sure delivery is calculated appropriately for the time, number of people, number of vehicles, number of trips, distance, complexity....everything that's required for delivery goes is taken into account and billed at a \$75 hourly rate. Many florists choose to tally the delivery fee as 10-20% of the flower sale; I'll sometimes run the numbers both ways to see which feels most accurate for the job. I don't necessarily need \$700 for a \$3,500 wedding.
A few additional pieces:					
Petals for aisle	\$150.00	\$200.00	\$250.00	\$350+	I always used to feel badly about how expensive petals are. I used to charge \$1 per rose, now it's \$2-3 per rose; it depends on what I buy them for. If I need to charge a full price \$4/stem I'll do so. No one “needs” aisle petals; these are a splurge and it takes a lot of fussing to make it look right.
Flower girl basket	\$25.00	\$35.00	\$55.00	\$55.00	I use inexpensive baskets, but I still like to be able to fill them with beautiful flowers!
Escort card table	I was lucky if I got any \$ for this the first few years in biz!	\$75.00	\$95-125	\$150-250+	This depends on the overall aesthetic of the event. If I know this will be a priority for the customer, I'll make sure I price accordingly. If it's an effort to “up sell” I sometimes keep it more modest, but if they want “a look” I price as needed.
Cocktail table arrangements	\$25.00	\$35.00	\$35-45	\$35-55	Again, this depends on the overall aesthetic and types of containers we'll be using. Mercury glass is pricier, of course, than clear glass and therefore there can be a range on the final price.

Written for the exclusive use of floralpreneurs by Alison Ellis of realflowerbusiness.com

Closing notes:

- You should set your own starting prices based on what works for your business and your market.
- If you start at \$350 for your bridal bouquets, don't feel limited by my \$250 starting point. Do you. Do what works for your biz and your clients.
- Don't limit yourself based on what you're used to charging....your prices can increase as your skill level and design aesthetic grows.
- And everyone deserves a raise from time to time....including flower bosses.

Learn more about Flower Math here: realflowerbusiness.com/flower-math-the-florists-guide-to-pricing-and-profitability