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EZBloomers.com is a national online flower sending service intent on saving you up to 30% and getting more for your money.

We believe consumers have a right to know they are paying unnecessary fees and may not be getting their moneys worth when buying flowers online. These fees have led to approximately 10,000 florists going out of business in the last decade and many unhappy customers.

FREQUENTLY ASKED QUESTIONS

1. What are these unnecessary fees?

A. The most popular online flower sites add a service fee of up to \$15 dollars to your total at checkout time. This fee has nothing to do with your arrangement it is just a way for the company to make more money.

2. How do they get away with this?

A. Buying flowers is mostly an emotional act motivated by your good intentions – so if someone springs an additional fee after you've committed to your purchase, typically you are too invested to start over or complain. Before EZBloomers.com, there was no one to challenge all the companies who pull this kind of move. Now you have a choice.

3. Why do you say we may not be getting our moneys worth?

A. Most people believe they are dealing with a florist when they order flowers from the most popular sites, what they don't know is that the site you've been ordering from is really a middleman who is paid a 20 percent commission. They place an order with a florist via a wire service whose primary function is to make sure everybody gets paid. The wire service keeps 7 percent and a transaction fee and the florist will get the remainder. For example: if you ordered a \$60 arrangement, you pay \$75 with only \$41.55 going to the florist who has to design and deliver your order. Keep in mind that the florist has to deduct the cost of delivery from that amount.

4. Who Is Responsible For Customer Service?

A. That's the other flaw in the current model. When you order from these sites they never tell you who the actual florist is and the florist never knows who you are. You even have to go through a middleman to get customer service! It's just not efficient.

5. What can happen if you don't know who the florist is?

A. Suppose you want to make a change or have a problem with the order or what if the florist has a question or they simply ran out of what you wanted. You can't talk to each other instead you will both have to go through the middleman. This almost certainly will have an affect on your order.

6. How do the florists feel about the current model?

A. Florists struggle with the model because they often have to choose between filling orders for which they get 100 percent of the dollars and orders like these. These middlemen try to contractually obligate the florist to fill their orders at 100 percent while taking a loss in the process and some do. But many just can't, if they want to stay in business. I don't think they should have to choose.

7. How is ezbloomers.com different?

A. First, you save up to \$15 dollars immediately because there is no service fee. Second, you always get more value because we cut out all middlemen; the full amount you pay goes directly to the florist. And finally, because we tell you who your florist is and the florist knows who you are, you get better customer service direct from the florist. Unlike the current model, with our model everybody wins.

8. How does ezbloomers.com make money?

A. The florists gladly pay us \$5.50 per order received via EZBloomers.com. Our plan is founded in our long term commitment to the industry and we believe once the consumers are made aware of what happens now; they will longer stand for paying more and getting less.

9. What do you say to those who say you are also a middleman?

A. If you look at how we operate, that's simply not true. We are a catalyst in support of the industry, not middlemen. Unlike middlemen who affect your price and the final product, our service does not interfere with the transaction, the amount you pay or the value of your order.

10. Do you have any flower buying tips?

A. Yes. During peak times such as Valentine's Day & Mother's Day, order early to avoid higher prices and have it delivered a day or two earlier. If your order is local and you have to have it that day select the "I will pick up" option instead.

B. And of course use EZBloomers.com and because we are a [fee free flowers](#) site you will pay less and get more. All of our arrangements are [made-to-order](#) which means the florist will design it especially to your needs.