

When Ordering Flowers from Other Websites

The math just doesn't add up for consumers...

Whenever you send flowers you're conveying your feelings or making a statement. The flowers you purchase become an expression of value to you as well as the recipient.

That's why when you order flowers, you expect to get just the right product to suit your needs; a quality product at a reasonable price.

For years however, you likely haven't gotten what you paid for. The amount of dollars going toward your purchase has been greatly reduced affecting both the quality of the product as well as the good intentions behind your purchase.

Who's responsible? Well-known national floral retailers and wire services -- the "middlemen" -- that's who's responsible. We've all seen their ads on TV and their names at the top of lists when searching the internet for flowers.

Typically, these order gatherers charge you up to \$15 as a service fee and then keep a 20% commission reducing the amount going towards your order. Then they place an order via a "wire service" with a florist in the area where the product is being delivered. The "wire service" keeps 7% of the product cost as a credit card clearing fee plus up to \$2.25 as a transaction fee before sending the order to the florist. When the order finally arrives at the florist to be filled, only a portion of the total you paid is actually going toward the design and delivery of the product itself!



 "The Breakdown of \$75 Order"

The math just doesn't add up for consumers. If you ordered an arrangement worth \$60, you pay \$75 in the end, with only \$41.55 going towards the flowers you purchased. (See pie chart).

When the customer and the florist are saddled with additional costs and hidden fees it has a major impact on the final product. And when the final product doesn't match up with the good intentions behind an order, no one wins.

At EZBloomers.com we have a better idea.



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