

what to ask

when interviewing a wedding florist

Asking the right questions to your wedding florist helps ensure your floral vision comes to life smoothly, beautifully, and within budget. Here is a comprehensive list of questions we think you should consider:

GENERAL BACKGROUND

How long have you been a florist, and how many weddings do you design each year?	
Do you have a portfolio of past weddings (especially at our venue or with a similar style)?	
Do you specialize in any particular style (garden, modern, boho, classic)?	

AVAILABILITY & LOGISTICS

Are you available for our wedding date?	
Do you take on multiple weddings per weekend?	
Do you handle delivery, setup, and breakdown/cleanup? If so, what are the fees?	
How far in advance should we finalize our floral order?	

SIGN & CUSTOMIZATION

Can you work with inspiration photos or mood boards?	
Do you offer mockups of centerpieces/bouquets before the wedding?	
How do you ensure our flowers match our color palette and theme?	
Can you incorporate non-floral elements (candles, lanterns, pampas grass, dried florals)?	

SEASONALITY & FLOWER CHOICES

What flowers will be in season for our date?	
What substitutions do you recommend if certain blooms aren't available?	
Can you source locally grown flowers or sustainable options?	
Do you have suggestions for allergy-friendly flowers?	

ARRANGEMENTS & DECOR

Do you provide bouquets, boutonnieres, corsages, and flower crowns?	
Can you create ceremony décor (arches, aisle flowers, altar arrangements)?	
Do you handle reception décor (centerpieces, garlands, hanging installations, cake flowers)?	
Do you rent vases, candles, arches, or stands, or do we provide our own?	

BUDGET & PRICING

How do you structure your pricing — by item, package, or overall budget?	
Can you work within our budget and suggest ways to maximize it?	
What is included in your quote (delivery, setup, breakdown, rentals)?	
Do you have a minimum spend requirement?	

POLICIES & FINE PRINT

What is your deposit and payment schedule?	
What happens if certain flowers aren't available due to seasonality or supply issues?	
What is your cancellation or refund policy?	
Do you provide a written contract with itemized costs?	

EXTRAS & TIPS

Do you provide preservation services for bouquets after the wedding?	
Do you repurpose ceremony flowers for the reception?	
Can you coordinate with the baker for cake flowers and the planner for overall design?	
Do you offer advice on floral care and storage before the wedding day?	

Pro Tip for Couples: Bring your color palette, photos of your attire, and an idea of your budget to the florist meeting. This helps the florist give realistic suggestions that align with your style and season.

NOTES

UPSTATE *indie* WEDDINGS