

Suggestions That May Help You In Your Wedding Consultation at Rittners....

1. **Congratulations on your Engagement. This is such an exciting time!** We are happy for you and we would love for you to be able to use our talents to help make your wedding day all that more special.

2. **The first step is to phone us and set up an appointment** to come in and discuss your ideas, your vision and what you would like.

3. **When we get involved in helping you with your wedding or party, the actual staff of our school are actively involved every step of the way from your consultation to the actual creation of your designs. This assures that you get the kind of quality that you deserve.**

4. **Your floral choices will be very obvious in your memory keepsakes of your special day! There are lots of ways to save money on weddings but be careful how you economize on your flowers.** You can save money but do it carefully....

Five or ten years and beyond, after your wedding, **your photos and videos will be the major visual keepsakes** that you will have to remind you of your special day. **Flowers and floral art will stand out prominently in those photos.** They will make a big difference in these memory pictures. **The floral choices you make does matter. And not just for the wedding day but for years afterwards. Professionally created floral art will help enhance your memories for many years to come.**

There are plenty of **other** ways to economize in your wedding, ranging from the number of guests, the drinks, the entree chosen for food, to honeymoon decisions. These will not be quite as visually obvious in your memory pictures as your floral decisions.

5. Be upfront about any budget concerns. We can tell you what your vision would realistically cost. We can also offer suggestions as to how we can make subtle changes in your designs that can moderate the cost of your designs yet keep your overall vision--should your vision be incompatible with your budget. Running around comparing prices may result in cheaper quotes, but can very easily result in inferior product being used by others on your wedding day or can result in disappointing design results created by those trying to “beat” the initial price that we quote. In other words, it is to your advantage to communicate with us and let us work with you to deal with any budgetary concerns.

6 We do like to try to save folks money. But you have to help us do this.

Here are some guidelines that may be helpful to you:

A. Our flower markets are international, with materials brought in from all parts of the world but like the stock market many things can drive our markets up and make flowers more expensive. **Try not to plan your special day during a major holiday like Valentine’s Day or Mothers Day...** It may seem romantic but it means that the cost of the raw materials will be higher no matter who designs your flowers.

B . **Be flexible in your flower choices.** We all love to look at celebrity weddings. They are amazing. And yes you deserve a wedding that is beautiful. But can you realistically afford a wedding that consists only of the most expensive varieties of flowers.

Consider mixing high end materials with more modest florals. While we can create great florals that use either kinds of products, the more flexible you are in this area, the more you can save. **Bluntly stated, choose all high end product, and your wedding costs will be higher regardless of the floral source.**

C. Sometimes there are cost differences depending upon availability of certain kinds of colors. For example you like a certain flower, in a certain color at a certain time of year. To get that variety any floral artist will have to go to European or other overseas sources. The flowers may cost significantly more. If you allow a little flexibility a different color of the same flower may be found closer to home and save you significant money. Alternatively we can suggest another variety of flower in your chosen color(s). We can advise you in this area.

D. The more designs you require, the more expensive a wedding will be. If you have ten bridesmaids, your wedding florals will obviously be more costly! If you are on a tight budget, consider carefully how many florals you really need (as opposed to how many you think you want!). Do you really need all ten bridesmaids? Here is another simple example: If you have fewer guests, you will require fewer tables, less food, and fewer table decorations. You can still achieve your look but your overall savings may be significant.

E. The more service you require, the more expensive a wedding will be. Sure we can deliver and set up your flowers but eliminating our having to do so can save you a significant amount of money. For example asking a close friend or friends to pick up the flowers from our facility and bring them to the appropriate destination can provide you with significant savings.

F. Be realistic in your expectations. Recently a bride asked us about her wedding flowers. She wanted 30 floral designs. Her budget was \$200. That would translate to a price of \$6.66 per floral piece. That is just not possible to achieve.

7. Do think about the kinds of flowers you love, the styles that excite you and the colors you enjoy. Bring pictures... Books, magazines, print offs from online sources. The more we know about what you like, the better we can assist you! These are great starting points!

8. Relax and Breathe Deeply. We know what we are doing. We are not only floral designers but we teach people who are professional floral designers. and who open floral businesses. We draw students from all over the world. We love doing this and we are very, very good at it. To get a sense of the huge range of floral art we can create check out our “Album of Floral Designs” at:

<http://www.floralschool.com/pdfs/AlbumofFloralDesignsrv2pdf.pdf>