

WELCOME PACKET

# WELCOME





HELLO

# WELCOME LETTER

Thank you for considering Ashley MacDonald Floral Designs for your wedding floral needs. As always, our wish is to make your wedding a beautiful one, so whether you're planning an intimate wedding for twenty or a lavish affair for hundreds, we are committed to making all your wedding day dreams come true.

To better prepare Ashley for your in-person consultation, you will be sent a pre-consultation form to fill out and complete. The pre-consultation form must be filled out in order to meet with Ashley in person. We use this form to gather information needed to prepare a design concept which will be presented to you at your first consultation. The goal of your first consultation is to further educate you on the process as a whole while also continuing to gather more in depth information which will guide Ashley and help her to establish the design, style, color palette and overall floral expectations.

From this consultation, Ashley will be able to then provide you with a customized floral proposal along with a design concept and your floral contract. Because each and every wedding is so unique, it is virtually impossible to give a "ballpark" estimate on the spot during your first consultation. However, please note, there is a \$5,000 minimum for all weddings. This minimum is for floral merchandise only and does not include tax and labor.



NEXT STEPS

# THE PROCESS

## CONSULTATION

Consultations are held at our design studio. If you cannot make it to the studio due to timing or living out of town, we are more than happy to continue the process via email/phone.

Once a consultation date is set, you will receive a pre-consultation form. This form dives deeper into numbers, your style and details. The form also gives us the ability to be prepped for your consultation where you will be presented with an initial design board and proposal.

Our consultations last approximately one hour. This is where you will personally meet with Ashley, who is there to listen, offer suggestions and get a better understanding of what your floral event dreams look like and how we can make them a reality. One to two weeks after the consultation, you will receive a finished design board, proposal, and contract.

## BOOKING

After taking time to look at the design board and proposal, it is time to book. To officially book with Ashley MacDonald Floral Designs, we must receive your signed contract and the deposit amount stated on your contract. We suggest making the decision to book as soon as possible, as we book nine to twelve months in advance. The only way to secure your event date is by completing this booking process.

## FINAL CONSULTATION

Once you have officially booked, you will be provided with a payment and a final consultation schedule. These payments and dates will also be listed on your contract. During the final consultation, details such as miscellaneous areas, guest count and all details will be finalized. Final payment will be due at the end of the final consultation as all final revisions will be made.

\*Any other consultations requested by the client will be an additional \$100 fee.

\*Any "Mock Up" or "Samples" requested by client will be an additional charge based on set value listed under the clients proposal.



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# THANK YOU

