



Thank you so much for contacting us about your upcoming wedding! We love to hear from brides and when you reach out to us it tells us you must like, even love, what we are creating! This letter is our way of letting you know what we are all about before we begin the exciting process of designing your wedding.

About...

Tracey Reynolds Floral Design has been creating beautiful designs for over 10 years to the Central, Northern, and Coastal Regions of New Jersey, as well as New York City and surrounding areas. Don't limit us though, we have flowers and are willing to travel. We've done events in Philadelphia, the Hamptons, and as far as California.

Tracey is hands on and is part of the design process from start to finish. Depending on the size of the event a staff is assembled to make sure your wedding design creation and installation goes off without a hitch. And most importantly we love flowers...we love them. We believe they are an important part in transforming a reception space and creating the perfect atmosphere for your wedding and we hope it shows in the quality and beauty of our designs. Each event we design is a custom creation suited to the desires and wishes of each individual client. We work closely with our brides to execute their vision. We thrive in, and enjoy, the creative process.

The Process...

begins with a phone chat or in person meeting, whichever you prefer, during which we will discuss the mood you'd like the flowers to set, see your pinterest boards, and the what and where of all the floral details. It's extremely helpful if you have a budget in mind to share it with us. We would decorate every inch of a room if you'd let us!

After we speak I will begin working on your proposal, with all the pretty written out. We can schedule an in person meeting or phone call to go over all the details. (We understand that in some cases it is not possible to meet up, especially when you are planning out of state). At this consultation you will be presented with an individualized Pinterest board to help you see how the elements in your design come together along with the written proposal.

If you love what you hear, you can put down a save-the-date deposit while we make any adjustments, or...you can mull over the ideas. We are open to revising ideas if we don't hit the nail on the head the first time through. We believe this is all a process and your input is important to us.

Once we are booked you will be contacted approximately 6 and 2 months out from the date of the wedding. These check-ins are very important to update centerpiece totals, changes to design, and then once we get closer finalizing the details of the run-of-day timeline. It's important that nothing falls through the cracks and email chains can get very long. These check-ins prevent any important details getting buried and this way you can rest assured that there is a specific plan in action to make sure your day goes on without a detail missed! But that doesn't mean we can't be in touch in the inbetween times, you are free to email with questions or new details anytime.

Pricing...

As each event is a custom creation pricing varies greatly from event to event. With that said, the following is a basic guideline as to what it costs to get the beautiful designs you see on our website, blog, and social media.

Bridal Bouquets: Range from \$200-\$350 with cascading bouquets at the top of the range.

Bridesmaids Bouquets: Begin at \$85

Floral Centerpieces typically range from \$95-\$350 with the top of the range for large, tall arrangements and the lower end of the range for small floral décor making use of candles and glassware as well as some blooms.

We also have several arbors and Chuppahs for rental as well as some really cool unique vintage pieces. And if we don't have what you are looking for we are all about being creative, making what you envision come to life...we love a good challenge to create something unique and beautiful. And if there are beams in your venue or any awesomely cool spots to flower we also do custom installations.

Typically total floral design starts around \$3,500. We pride ourselves on creating beautiful floral designs and that can only happen with sourcing the best quality blooms. When possible we love supporting our local growers and we have a great relationship with many NYC wholesalers who will search high and low for the exact flowers we desire.

And lastly we need to get the flowers to you and pay our talented staff. In order to make it all come together there is an additional travel/installation/labor fee. It specifically covers; tolls, gas, time, and parking in NYC to pick up flowers and supplies, tolls, gas, and time to deliver to up to two locations on the day of the wedding, rental of additional van(s) if you have a very large event that our current vehicles cannot accommodate, and the cost of paying our assistants for their time and hard work. The rate varies according to how many assistants are needed to deliver and install the designs. Typically we will work about 20-30hrs on each event, from cleaning stems, to the last candle being cleaned up at the end of the evening. This fee usually runs 25% the total cost of the floral designs.

Payment

Payments are made twice during the process. The first payment is the retainer that is credited toward to total balance. This is 25% of the cost of

the florals and is made once the contract is signed. The second and final payment is due 30 days before the date of the wedding.

The Next Step

If you are interested in our floral designs please book an initial consultation at <http://calendly.com/trfloraldesign> We do our best to be in touch with you within 48hrs, but please keep in mind if it's wedding season it might take us a little longer since we spend Wednesday-Sunday flowering!