Heartfelt Designs, Smart Business: Elevating Your Sympathy Work

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Bloom Floral Algona

Consultation + Pricing Form



HONORING THE LIFE	OF:		
		Location:	
		Location:	
Service Details:			
Delivery Details:			
Personal Details: Clo	thing, Photos, Personal Items, Casket (Casket Open C	Urn 🗌 losed 🗍
Script:		Color:	
			}
Contact Name:			}
Contact Name:			
Contact Name: Phone: Payment Details:			
Contact Name: Phone: Payment Details: Funeral Home Conta			

Page

Urn Spray - \$350 is average

(Range is \$165+ for a fresh urn surround)
Premium flowers or shapes = \$450+

*Lomey tray and urn riser retail price - \$55 For basic greens add \$25

Design Room Funeral Pricing Guide

All our sympathy work is custom. Even if a photo is chosen out of a book, we have to order in specific varieties and whole bunches to get a certain color/type of flower. Sympathy work is time consuming and each piece is unique, and is priced accordingly. Labor percentage ranges from 30% (standard) to 60% for time consuming hand-work (rosary, wiring, etc.) If you don't know how to price hand-work, set a start time and charge \$1 per minute.

Casket Spray - \$400 is average (Range is \pm \$250 for a saddle, for a "rose clump" start at \$100) *When designing a casket spray, \$40 is the base retail price for Plastic base, foam and LL

Urn Spray - \$350 is average (Range is \$175-\$600) Premium flowers or shapes, \$400+ *Lomey tray and Urn riser retail price - \$55 For basic greens add \$25

Vased Arrangement - \$175 is average (Range is \$100-\$350 - anything less is small in stature)

* A good rule of thumb is that the container price should be roughly 10% of the total cost for vased and basket/container arrangements.

Basket/Container Arrangement - \$250 is average (Range is \$130-\$400 dependent on flower type/size)

Standing Spray - \$350 is average (Range is \$200-\$450 dependent on flower types/size) * Base price for easel and foam cage is \$35. Greens are additional.

Cross - \$325 is average and may include some faux (Range is \$200 [birch cross] to \$400) *Base price of form/easel: 20" > \$45 24" > \$55 30" > \$66 36" > \$75

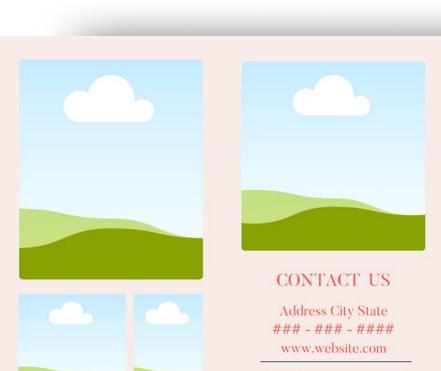
Wreath - \$350 is average and may include some faux florals
(Range is \$200-\$600 dependent on size/flower types)

*Base price of form + easel: 12" > \$55 18" > \$65 22" > \$70 24" > \$80

Heart - \$375 is average and may include some faux florals
(Range is \$250-\$600 dependent on size and flower types)

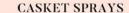
*Base price of OPEN heart form/easel: 9" > \$30 12" > \$45 18" > \$60 24" > \$75

*Base price of SOLID heart form/easel: 5" > \$25 12" > \$40 18" > \$60 24" > \$75



It is an honor to create a floral tribute for your loved one. This brochure is designed as a guide to assist your choices. Our professional creators are able to work with any style and budget in





\$350-\$450 Designers choice seasonal mix

\$450-\$650 Premium blooms and custom colors

\$650+ Luxe style and sizing



Surround Style, "S" shaped, Backdrop, or Framing

\$300-\$400 Designers choice seasonal mix

\$400-700 Premium blooms and customization

ACCENT PIECES

Vases or Baskets Wreaths Hearts Crosses Angel Wings Easel Sprays **Custom Shapes**

DETAILS

Floral elements in the casket lid, flowers around special photos or at the guestbook, centerpieces

ACCENT/DETAIL PIECES ARE INDIVIDUALLY PRICED



A floral tribute is meant to express your loved ones life and personality. Personal items, keepsakes or script can be added at your request.

What was their passion or beloved pastime? What was their favorite color? Would you like to include seasonal





EVERY PIECE TELLS A

STORY & IS THE

REFLECTION OF A LEGACY



Brochure Template



Windmill Wreath Recipe

Roses	6	\$30
Spray Roses	4	\$24
Carnations	7	\$17.5
Buttons	3	\$6
Hypericum	3	\$10.5
Leather Leaf	½ bunch	\$8
Tinted Ilex	1	\$6
Aspidistra	6	\$7.25
Ti Leaf	9	\$13.5
		\$122.75

\$204.6

x 40% labor

Fresh Flowers + Labor: \$204.6

Wreath Form + Stand Retail: \$80

Windmill Labor: (25 minutes) \$25.00

