

Heartfelt Designs, Smart Business: Elevating Your Sympathy Work

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Bloom Floral Algona**

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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 ± \$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

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
x 40% labor		\$204.6

Fresh Flowers + Labor: \$204.6

Wreath Form + Stand Retail: \$80

Windmill Labor: (25 minutes) \$25.00

\$309.60 Retail