

WEDDING FLORIST COMPARISON SCORECARD

Use the same brief and the same five categories after every consultation.

CONFIRM THE THREE BASICS

☐ Date and event-scope availability

☐ Minimum investment or realistic starting range

☐ Contract, deposit, payments, changes, cancellation, and insurance requirements

Florist / studio: _____

Consultation date: _____

Wedding date and venue: _____

CATEGORY	FLORIST A	FLORIST B	FLORIST C	NOTES / SCORE
DESIGN References → original direction; portfolio reasoning; visual priorities				
PROPOSAL Creative direction, floral pieces, locations, production scope				
COMMUNICATION Main contact; decision stages; feedback rhythm				
LOGISTICS Access, setup, handoffs, transfers, placement, breakdown				
FIT Clarity, collaboration style, and confidence in the working process				

FINAL COMPARISON

Clearest creative thinking: _____

Clearest scope and proposal: _____

Best working fit: _____

Questions to resolve before choosing: _____