



Economic Benefits for Traditional Retail Florists

- **Internet Order Generator** - Consumers worldwide can place orders directly with traditional local florists.
- **Instant E-Commerce** – Florists can be up and running in minutes.
- **100% Value on Every Order** - Orders are not discounted. No relay fees.
- **100% Control** - Each florist uploads their own products, sets their own prices and selects their own delivery area.
- **Only Florists Can Take Orders** - Direct2florist.com can not take an order from a consumer. Only traditional retail florists can take an order
- **Improved Cash Flow** - Payment received when flowers are delivered.
- **Easy** - FREE, easy to use control panel to manage site. Assistance available.
- **Consumer Funded Promotion** - Consumers are charged a nominal transaction fee, which will be used to promote the brand. Promotion is industry directed.
- **Low Cost & Little Risk** – With an upfront payment of only \$200 per year, the cost per month is less than \$17. The 12 month clock starts running when the florist gets their first order.

Direct2florist.com Supports Traditional Retail Florists

The profitability of traditional retail florists has been decimated by an over abundance of discounted orders and an increasing number of consumers going to the Internet to purchase flowers.

Wholesalers, through their trade association, the Wholesale Florist & Florist Supplier Association (WF&FSA), have partnered with Direct2florist.com to help traditional retail florists receive orders that are not discounted and to make them competitive on the Internet.

A Proven Success Story in the UK

Direct2florist.com has over 500 florists signed up in the United Kingdom where it has operated for nearly a year. In addition to the U.S. and Canada, florists are also being signed up, in other countries. Direct2florist.com will soon have a worldwide presence.

The Basics of How Direct2florist.com works

A consumer anywhere in the world goes to Direct2florist.com and selects a country by clicking on the country's flag. In the U.S., consumers can search for florists by city or zip code. The search will show all participating florists serving that area and their product offerings with delivered prices.

The consumer selects a florist, selects the flowers and submits a credit card for payment. The consumer pays the delivered price plus a nominal transaction fee.

The florist is immediately notified of the order and is told what was selected, who it goes to, what message to include and when it should be delivered. When the order is delivered, the florist notifies Direct2florist.com and payment is deposited in the florist's bank account.

(See *Frequently Asked Questions* on reverse side.)

Frequently Asked Questions

- 1. I already have a website. Why would I need Direct2florist.com?**

Direct2florist.com doesn't replace anything you are doing. It is simply another way to receive orders at 100% of your asking price. If your website is not equipped for online ordering, Direct2florist.com solves that problem for you. You can link your website directly to your personal page on Direct2florist.com.
- 2. Do I need to be a computer expert to get set up on Direct2florist.com?**

Basic computer skills are all you need to get started and it doesn't take much time. You can complete everything online and upload pictures directly from your computer to your personal page. Assistance is readily available.
- 3. I don't have photos of my products and I want to get started. What can I do?**

We will start you out with images of 20 basic floral arrangements; however, we encourage you to use your own photos as soon as possible. Consumers are looking for more creative options that only you can provide. You are allowed up to 40 images, which you can change at any time.
- 4. What about delivery charge and sales tax?**

In your asking price you must include the cost of the product, the delivery charge, and the sales tax. What you show as the price is what you will receive from Direct2florist.com.
- 5. What is the transaction fee and how is that handled?**

Direct2florist.com will charge the consumer a transaction fee on every order in addition to the asking price of the retail florist. The transaction fee will be used to cover overhead and promote the Direct2florist.com brand to consumers.
- 6. How will consumers compare florists?**

Consumers can rate you on a scale of one to five stars. Your page will show your average rating and any consumer comments.
- 7. How do you handle disputes between florists and consumers?**

If Direct2florist.com got the order wrong, we will make good with the consumer. If the dispute is with the quality of the product or the service, the florist needs to make good with the consumer.

See how it works in the UK

<http://uk.direct2florist.com/>

Sign up today <http://us.direct2florist.com/register>

Questions or Comments: Call 888-289-3372 or e-mail info@wffsa.org

WHOLESALEERS. Because it takes more than flowers to grow your business.®

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