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## 'Discount flowers' could cost you a fortune

> Posted by Tom Jicha on May 6, 2009 01:38 PM

If you listen to radio, watch cable TV, or, I've just discovered, read the *Sun-Sentinel* website, you've heard or seen the pitch for ProFlowers.com, especially this week with Mother's Day approaching.

It sounds like a great deal. A dozen roses for \$19.98, \$10 more for another dozen, plus they'll throw in a free vase if you identify where you heard the offer (this lets them know where their advertising is most effective).

It is a great deal if this was the whole deal. My wife has received flowers from this company and they are as advertised, fresh and beautiful and they last.

However, dealing with ProFlowers.com can be like buying a new car. By the time all the hidden extras are tacked on, you're paying almost twice what you expected.

Here's my experience. I ordered the two dozen roses for \$29.98. I accepted the vase they offered. If I wanted a different one that was another \$4.99.

If I wanted guaranteed delivery between 9 a.m.-noon, that would be another \$9.99. I passed. Mom's home all day, most days and friends are there to accept deliveries when she's not.

When I completed the purchase order, I discovered there would be a \$1.99 charge for care and handling. (If I wanted guaranteed delivery on Friday, that would be \$4.99 more. I passed). Standard delivery is \$12.99 and not optional. Tax is another \$3.50.

So my \$29.98 flowers, without any of the add-ons, came to \$53.45. Tack on the options and we're in the \$70 range.

But it doesn't end there. Pro Flowers has a \$15 shipping rebate. All you have to do is ask. Who wouldn't? But this is one of those "Be careful when something seems too good to be true."

Pro Flowers isn't giving you the rebate, some other company (or maybe just a different name) is.

Be sure to read the fine print, among which is "Your rebate can not be applied as a discount to this order." It's for the next time you order flowers or selected other products.

This is where it really gets treacherous. Further reading of the fine print reveals that you are joining some kind of shopping club. The first 30 days are free. If you don't cancel within that time, they will begin to charge your credit card almost \$10 a month.

Before you're finished, those \$29.98 flowers could wind up costing you a couple of hundred dollars.

After wasting all my time, I hit the cancel button. I hope this might save you the trouble of getting that far before realizing this really isn't such a great deal.

You can do just as well or better patronizing a local florist.

## Comments

Many floral companies advertise that they are discounting for Mother's Day and there are many hidden fees. This is not so at Field of Flowers, the fresh flower superstore. They are completely on the up and up.

Sending flowers can get pricey, but Field of Flowers understands this. Donn Flipse, CEO and President of Field of Flowers, knows that consumers want to spend less on Mother's Day while still getting excellent/grade A quality.

Here are a few things that Field of Flowers is trying to do to make mom and their customer's wallets happy.

They have introduced several new arrangements, some at low prices, keeping in mind that customers may be on a tighter budget this year. For example, our Gerbera Daisies in Glass Block is just \$19.95, and our Alstroemeria and Roses in Glass Vase is just \$26.49. [I can supply you with photos of these items.]

A great way to send fresh flowers and keep the cost down is to skip the vase and the professional designer. (Mom probably has some lovely vases and enjoys arranging her own flowers anyway.) You can do that with our Simply Flowers service. You choose the type and number of bunches of flowers to send, from among 35 varieties. Field of Flowers packages them in a special way so that they travel upright in flower food solution and arrive fresh. You pay only for the flowers (at low, bunch prices) plus a packaging fee and normal delivery charge. Right now a dozen long roses in Simply Flowers packaging is just \$12.59 plus delivery.

Fancy potted flowering plants are beautiful and available at surprisingly low prices. The selection is huge at Mother's Day, from big, puffy hydrangeas to cheerful tulips and daffodils. The selection of all kinds of potted, flowering orchid plants is amazing.

Sending flowers out of town

Warning! Mother's Day is the busiest day of the year for sending "wire orders" out of town. Consumers should be careful that they don't get hit with a big service charge. The big national advertisers are simply middlemen, and add up to \$14.99 just for handling the order, which goes into their pocket, not to the florist who arranges and delivers the flowers. Consumers can get educated about how it works by going to <http://www.fieldofflowers.com/sendoutoftown.htm>

Field of Flowers charges 0 service charge for out-of-town orders placed online. You can't get lower than 0!

Posted by: [Beth Cohen](#) | [May 07, 2009 at 08:44 AM](#)