



Double Check Your Mother's Day Arrangements

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MADISON, Wis. – Mother's Day is just around the corner, and many Wisconsinites will give gifts of beautiful floral arrangements for the occasion. With the convenience of ordering online, it is easier than ever to find a local flower shop, place an order for delivery, and relax. Unfortunately, the internet also makes it easier than ever for a business to *pretend* to be a local flower shop. These businesses may list a local address and place ads online to deceive customers into believing they are local. These companies often inflate their costs, order from a local flower shop on your behalf, and pocket the difference. This practice causes unnecessary spending, and it may be difficult to contact the florist for a refund, exchange, or other issue.

Do your research before hiring a florist this Mother's Day. Call the florist and ask where their shop is located, what their hours of operation are for the holiday weekend, and what sort of schedule their deliveries will operate under for the Mother's Day weekend. Consider choosing another florist if the business cannot provide answers to those questions. If they answer the phone with a generic phrase like "flower shop" instead of a specific name, ask for the legal name of the business. If they cannot give you one, find another florist.

Remember these additional consumer tips when flower shopping this month:

- Be wary of exaggerated claims in advertisements and marketing. Any business can give itself good ratings or mark up prices so a sale looks like a better deal than it is.
- Ask for specific details about the floral arrangement, like what types and colors of flowers will be used and how many are focal versus filler flowers.
- Get an itemized price quote in writing, if possible, before you make a payment. Know whether there are extra costs for a vase, accessories, delivery or other fees.
- Check if the business has a satisfaction guarantee. If it does, read those terms.

For additional information and consumer protection resources or to file a complaint, visit DATCP's Consumer Protection webpage at ConsumerProtection.wi.gov. If you have questions or believe you are a victim of a scam, report it by contacting DATCP's Consumer Protection Hotline by phone at (800) 422-7128 or email at DATCPHotline@wisconsin.gov.

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