



ARE YOU A GOOD Neighbor?

Working alongside other professional florists in your local community will make for positive business experiences and a profitable floral ecosystem!

A GOOD NEIGHBOR...

- SUPPORTS EDUCATIONAL EVENTS
- HOSTS/ATTENDS WORKSHOPS
- INVITES COMPETITORS TO COFFEE/LUNCH & LEARN
- SETS UP A SOCIAL GROUP
- OFFERS UNIQUE PRODUCTS OR SERVICES
- SENDS REFERRALS
- LENDS INVENTORY
- WRITES POSITIVE TESTIMONIALS
- ATTENDS COMMUNITY EVENTS
- CREATES FREELANCER POOL
- TAKES CRITICISM WITH GRACE
- SHARES TIPS & TRICKS
- BECOMES A MENTOR

A BAD NEIGHBOR...

- IS UNWILLING TO CHANGE
- UNDERCUTS CONTRACTS
- TYPICALLY OVERBOOKS
- UNDERCHARGES OR PRICE GOUGES
- DOES NOT STAY UPDATED WITH THE MARKET TRENDS
- COPIES COMPETITORS
- IS ANTI-REFERRALS
- UNDERPAYS STAFF
- STEALS EMPLOYEES
- SPREADS RUMORS
- COMPLAINS ONLINE
- OVERPROMISES & UNDERDELIVERS
- IS UNWILLING TO SHARE OR COLLABORATE