

Wisconsin Better Business Bureau: Scam alert: Don't let phony florists ruin Valentine's Day

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Milwaukee, Wis. – Ordering flowers for Valentine's Day? Don't procrastinate, or you may end up falling for a scam. [BBB.org/ScamTracker](https://www.bbb.org/scamtracker) has received numerous reports from shoppers who turned to online florists for last-minute orders. They paid for a beautiful arrangement but got disappointing flowers – or nothing at all.

How the scam works

Unfortunately, you waited too long to order flowers for your special someone, and now your [local florist](#) can't guarantee delivery on a special day. To solve this problem, you turn to the internet. You find a website that promises beautiful flowers delivered on time at a reasonable price. You enter your credit card information and delivery details. Problem solved... or so you think!

From here, the scam can take a few different routes. In most cases, your flowers are delivered but don't arrive on time, are damaged, and/or look nothing like the picture. Your attempts to get a full or partial refund go unanswered or are flatly refused. In other scams, your flowers are never delivered, and the online florist shop becomes unreachable. Other consumers have reported that after paying, they are contacted by the florist shop and forced to upgrade their purchase, paying extra for something they don't want. Some even report that their card is still charged even after the initial purchase. Others reported ordering and paying online for flower delivery then receiving a message that the vendor does not deliver to that location. One consumer shared on [BBB Scam Tracker](https://www.bbb.org/scamtracker), "Ordered online and paid. Received a message saying they do not deliver to that location. Their Google ad specifically said they did. Will not return money despite phone calls and emails with customer

service. Answer is always “in a few days”. Total scam. Google should remove their ads.”

How to avoid online florist scams

- **Research the seller.** Don't get roped in by flash sales and great deals without homework. Start by checking if the florist is BBB Accredited on [BBB.org](https://www.bbb.org). BBB Accreditation signifies a commitment to ethical business practices and customer satisfaction.
- **Read customer reviews.** Feedback matters! Look for customer reviews on [BBB.org](https://www.bbb.org). Read what previous customers say and see how the business handles complaints. Genuine customer experiences can provide insights into the quality of service and products.
- **Verify the seller's contact information.** Scam florists often use fake addresses or phone numbers. Verify the florist's physical address and contact information. Legitimate businesses are transparent about their location.
- **Check for secure websites.** Ensure the florist's website [uses secure connections](#) (https://). Look for security badges and verify the website's authenticity before providing personal and payment information.
- **Get to know the business policies.** Be wary of exceptionally low prices or deals that seem too good to be true. Review the florist's pricing structure, understand delivery fees and policies, and read the fine print before making a purchase. Find out the florist's return policy, whether they have a satisfaction guarantee, how their delivery process works, and what additional fees they charge.
- **Review the seller's photos and advertisements.** Ensure that the seller uses realistic imagery in their photos. Scam florists may use stock images or misrepresent the quality of their products. Look for realistic and varied arrangements.
- **Use secure payment methods.** Legitimate florists accept secure payment methods, such as credit cards. Credit card payments provide additional protection if you need to dispute charges. Avoid making payments through wire transfers, as these transactions are often associated with scams.
- **Understand order placement and delivery timelines.** Understand the florist's delivery policies, including estimated delivery times and guarantees. Reputable florists provide clear information on delivery processes and address concerns promptly. Florists may charge extra for quick deliveries or require orders to be placed ahead of time, especially around holidays. If you

want your flowers delivered on time, don't wait until the last minute.

By considering these tips and opting for [BBB Accredited florists](#), confidently send flowers and celebrate special moments without falling victim to online florist scams. The BBB remains dedicated to fostering a marketplace where consumers can trust the businesses they choose.

For more information

To learn more, read the [BBB Tip: Choosing a florist](#). You can also learn some practical tips to avoid scams in general by visiting [BBB.org/ScamTips](#). For safe online shopping tips, visit [BBB's Online Shopping HQ](#).

If you've been the victim of a scam when you made an online purchase, please report it at [BBB Scam Tracker](#). Your report can help expose scammers' tactics and prevent others from having a similar experience.

[Find a retail florist near you.](#)

For more information or further inquiries, contact the Wisconsin BBB at [www.bbb.org/wisconsin](#), 414-847-6000 or 1-800-273-1002. Consumers also can find more information about how to protect themselves from scams by following the Wisconsin BBB on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

ABOUT BBB: The Better Business Bureau has empowered people to find businesses, brands, and charities they can trust for more than 110 years. In 2024, people turned to BBB.org more than 220 million times for BBB Business Profiles on 5.5 million businesses, and 725,000 times for BBB charity reports on 12,000 local and national charities. The International Association of Better Business Bureaus is the umbrella organization for the local, independent BBBs in the United States and Canada.