



## OGs – Order Gatherers

Order gatherers are quite nefarious.

Known as OGs in the industry. The biggest issue with these companies is they are **misleading consumers** rather than disclosing all relevant information. Florists feel they are having a detrimental affect on the industry.

Florists over the last few years have finally started distancing themselves from relay services and order gatherers. These OGs have **monopolised** the internet – other florists' websites and search engines alike. Most of these OG websites in Australia are owned by the same companies, just with different names. Hence their advertising dollar is quite high and their reach is astronomical.

Order Gatherers have common domain names that appear quickly in searches. They appear to be legitimate family/small business, sometimes using a person's name. You may have heard of **Sarah's Flowers**. By having a common female name, it creates a sense of authenticity. People visualise a bricks and mortar shop, perhaps owned and run by a lovely lady called Sarah.

The problem is – there is no Sarah!

The name is just a front. The **deception** begins by then including the suburb or city you are searching for. Order gatherers rely on customers being **complacent and naive**. They target consumers with **false information**.

### Who Are They?

Some companies known to operate in this manner in Australia are-

Ready Flowers

Easy Flowers

Sarah's Flowers

Meg's Flowers

1300 Flowers

Fast Flowers

Teleflora

Petals

Roses Only

Flowers.com.au

Florist.com.au

Bloomex

Freshflowersandgifts

## How it Happens

Let's say you want to send flowers to a friend across the country, to a city you are not familiar with.

You most probably type **Florist** into google and the **city or suburb** your friend lives in. You most probably pick the first or maybe second relevant option.

**BINGO!** The OG has got you!

The first few results are paid ads that sit at the top of the page by these order gatherers. Their sole purpose is to aggressively promote the goods and services you are seeking and to be first on Google and all other search engines. **OG's hijack other businesses domains**. They trick Google into thinking they are local florists. Then their intention is to broker your business to a local florist or backyard company for fulfilment of your order.

**BUT-** this all happens for a **processing fee and commission** (30-50%) to the florist they contact on your behalf.

The customer has unknowingly paid a commission to the order gatherer, on top of the delivery and handling fee. What is left for the flower order? - just a fraction of the customers total spend.

**Example** – You place a **\$100 order for an arrangement** in a glass vase – once the fees and the delivery cost, the vase and other sundries are taken out, you may well be left with only **\$50 worth of flowers**. As a customer do you think you would be satisfied with that arrangement considering what you have spent?

Order Gatherers are not exclusive to the flower industry – they are present in every industry in some way, shape or form. **Order Gatherers like the ones above are NOT florists**. They are large multi billion dollar companies usually operated from overseas. They have sales people in an office, sitting behind computers.

So, when you place your flower orders online, please make sure you are actually dealing with a **real florist**.