Wreath Pricing Reality Check

A quick self-audit to catch costs, time, and assumptions your current price may overlook.

THIS IS NOT ANOTHER PRICING CALCULATOR. Check a recent wreath or listing against the questions below. Mark YES, NO, or UNSURE. Every NO or UNSURE is a reason to review the number in your pricing tool.

1 | WHAT IS BUILT INTO YOUR PRICE?

	YES	NO	?
Cost of ribbon, mesh, frame, signs, picks & accents actually used	☐	☐	☐
Small consumables: glue, wire, chenille stems, zip ties	☐	☐	☐
Design, assembly, finishing and packing time	☐	☐	☐
A realistic value for my own labor (for planning)	☐	☐	☐
Waste, damage, and unusable material allowance	☐	☐	☐
Packaging: box, padding, tape and labels	☐	☐	☐
Actual postage / carrier quote for a packed wreath	☐	☐	☐
Platform, transaction and payment-processing fees	☐	☐	☐
Ad fees, promotions, discounts and potential refunds	☐	☐	☐
Overhead: tools, space, software and other business costs	☐	☐	☐
Target profit beyond expenses and a labor allowance	☐	☐	☐
Recent real sales compared with estimates	☐	☐	☐

THE POINT: A popular wreath is not automatically a profitable wreath. Choose the largest gap you find and investigate it with actual receipts, quotes, order records, and your existing pricing calculator.

Review One Recent Wreath

Compare what you expected to spend with what actually happened before changing your price.

2 | PICK A REAL COMPLETED WREATH OR ORDER

Wreath / order: _____ Date / selling channel: _____

COST / CONSIDERATION	ESTIMATED	ACTUAL	RECHECK?
Materials used (not all supplies purchased)			☐
Labor hours / chosen labor value			☐
Packaging & actual carrier charge			☐
Selling, processing or ad fees			☐
Allocated overhead / other costs			☐
Discounts, refunds or adjustments			☐
Other: _____			☐

Keep the accounting straight: Record customer-paid shipping as revenue and carrier/packing costs as expenses; avoid counting platform fees twice. Unpaid owner labor is a planning comparison, not automatically a deductible expense. Supplies still on hand may be inventory, not a cost of wreaths sold.

3 | MY NEXT ACTIONS

1. _____
2. _____
3. _____

Need the math? Use the Wreath Pricing Calculator and Wreath Shipping Cost & Profit Calculator in the free Wreath Maker Resource Center.