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Wedding Day Coordinator

Starting at \$1,750

Target Client: Couples who planned everything and just need execution support.

Includes:

- Initial meeting (4–6 weeks out)
- Vendor confirmations
- Rehearsal coordination
- Day-of management (vendors, emergencies, timeline)
- Emergency kit support

Value Assessment:

This is a basic, execution-focused package. At \$1,750, it's competitively priced for the DMV area and is ideal for DIY planners needing professional oversight only on the day of the wedding. This package is attractive due to its affordability and focus on smooth execution.

Comprehensive Package

Starting at \$3,000

Target Client: Couples who have made partial progress and need help completing plans.

Includes:

- Consultations to review existing plans
- Vendor recommendations and communication help
- Design assistance
- Timeline creation
- Day-of coordination
- Rehearsal coordination

Value Assessment:

This mid-tier package balances affordability with more planning support. It justifies its cost by offering guidance in areas couples often find challenging—like vendor decisions and design. At twice the cost of the coordinator package, it provides significantly more pre-wedding involvement, making it a good value for couples needing moderate help.

Complete Package

Starting at \$7,500

Target Client: Couples seeking full-service planning from concept to completion.

Includes:

- Full consultation and visioning
- Budget creation and management
- Venue research and booking
- Design/styling and rental coordination
- Floral design (natural)
- Full vendor coordination
- Timeline creation
- Guest management (RSVPs, seating, lodging)
- Rehearsal and day-of coordination
- Post-wedding services (payments, returns, honeymoon support)

Value Assessment:

This is a high-end, full-scale service, ideal for busy or destination couples. The inclusion of rentals, floral design, and guest management significantly boosts its value. Starting at \$7,500, it's on par with full-service planning rates in major markets, especially considering the inclusion of tangible elements like linens and flowers. It's well-positioned as a white-glove option.