
FLORISYN — THE OPERATING SYSTEM FOR MODERN FLORISTS

Wholesaler Manual

For shops that sell wholesale to other florists through the Florisyn Marketplace. Your seller dashboard lives inside the same Florisyn app you already use as a florist — it isn't a separate login.

Getting started

You don't need a separate account to sell wholesale — sign in the same way you always do. Open **Marketplace** in your sidebar, switch to the **Sell** tab, and click **Open seller dashboard**. From there, everything in this manual is one click away.

If you haven't sold wholesale before, you'll need to connect **Stripe Connect** first (so buyers can pay you directly and Florisyn never touches your money) and complete **florist verification** if you plan to buy wholesale from other sellers too — see the Verification section below.

Your seller dashboard

Products, inventory, orders, customers, shipping, and pricing in one workspace.

This is your home base as a wholesale seller — everything below is a panel inside it.

Products

Add, publish, or archive wholesale listings. A listing only becomes visible to buyers once you publish it — save your work as a draft and come back to it anytime before then. **Archive** takes a listing down without deleting your history for it.

Bulk CSV import

Have a lot of products to list at once? Import them from a spreadsheet instead of adding them one at a time — the import validates your file first, so you can fix problems before anything goes live.

Best sellers

A quick view of which of your listings are moving, so you know what to keep stocked.

Low-stock alerts

Get flagged automatically when a listing's inventory is running low, so you're not caught out by a sudden buyer order.

Customer pricing tiers

Offer different prices to different tiers of buyers — a volume discount for your best customers, standard pricing for everyone else.

Shipping profiles

Set up how you ship — rates, zones, and defaults — once, so you don't have to re-enter shipping details on every order.

Orders

Every wholesale order that's come in, with its own status you update as you fulfill it — the buyer sees this status too, so keep it current.

Verification

Before you can *buy* wholesale from other Florisyn sellers, you'll need to submit business verification: your legal business name, owner, contact details, business address, and tax ID. An admin reviews and approves it — until it's approved, checkout is blocked with a clear message telling you exactly what's missing, never a silent failure. Once approved, your verification stays valid for a set period and renews the same way.

(Selling wholesale and buying wholesale are separate permissions — you can list products for sale without needing buyer verification, but you'll need it the moment you want to purchase from someone else's storefront.)

Getting paid

Wholesale payments run through **Stripe Connect** — you'll be prompted to connect (or finish connecting) your Stripe account the first time it's needed. Once connected, buyer payments go straight to you; Florisyn's platform fee is deducted automatically at checkout, and you never have to invoice separately or chase payment.

Getting help

Use the **Support** button in your sidebar — the same one every florist uses — to open this manual or reach Florisyn support directly.