

Wedding Lead Details

Lead Details

Leads: Morgan Taylor & Casey Johnson	
Lead Source: Website Inquiry Form	Date Created: April 2, 2025
Status: Hot Lead - Tour Scheduled	Assigned To: You

Initial Website Inquiry (April 2, 2025)

Wedding Date: Looking at dates in September 2025
Guest Count: Approximately 120 guests
Budget Range: \$25,000-30,000
How They Found Us: Instagram
Message: "Hi there! My fiancé and I are planning our wedding for next fall. We're especially drawn to our outdoor ceremony space and love the rustic yet elegant vibe of our venue. We'd love to learn more about availability for September 2025 and scheduling a tour. Thanks! - Morgan & Casey"

Qualification Call Notes (April 3, 2025)

Call Duration: 24 minutes

Spoke With: Both Morgan and Casey

Key Details:

- Engaged 8 months ago, planning for 14-16 months out
- Both are designers (Morgan: graphic design, Casey: interior design)
- First venue they're touring, but have researched 5-6 options online
- Visual elements are extremely important to them
- Family plays a significant role in their wedding planning

Wedding Vision

- Described as "rustic elegance with organic elements"
- Color palette: sage green, dusty blue, cream, with copper accents
- Prioritizing natural beauty with minimal artificial decorations
- Hoping to incorporate wine elements as they're both wine enthusiasts
- Want ceremony in vineyard with reception in our Clubhouse

Specific Concerns/Requests

1. Space capacity - worried about fitting 120 guests comfortably in both ceremony and reception spaces
2. Weather contingency plans - very concerned about rain backup options for ceremony
3. Photo opportunities - asked specifically about portrait locations and lighting for photography
4. Family accommodations - have several elderly family members and young children attending
5. Vendor flexibility - hope to bring in their own florist (Casey's cousin)

Budget Notes

- Initial budget range: \$25,000-30,000
- Willing to be flexible for the right venue
- Prioritizing spending on: venue, photography, food & wine

Decision Making

- Both equal decision makers
- Parents contributing financially but giving couple freedom to choose
- Timeline to decide: "Within a month of touring our top venues"

Tour Scheduled

Date: April 5, 2025

Time: 11:00 AM

Notes: Bringing Casey's parents along for the tour

Follow-Up Actions

- Send confirmation email with directions
- Prepare photo portfolio highlighting fall weddings
- Check availability for all September 2025 Saturdays
- Prepare weather contingency demonstration for tour
- Note family accessibility requirements for tour routing