

# Transparent advice on funeral costs

www.yourfuneralchoice.com

Nick Willcocks

ICCM June 2016

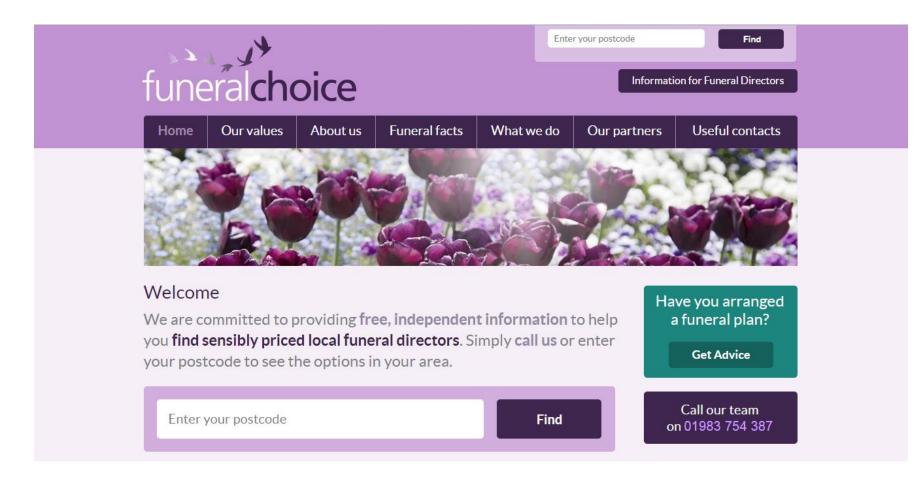
### **BACKGROUND**

- Conceived four years ago, following family bereavement
- Lack of transparency / Finding a competitive service difficult / a lottery
- Extensive market research to establish a need
- Collected over 3,400 funeral directors costs for a "simple funeral arrangement"

### THE SERVICE

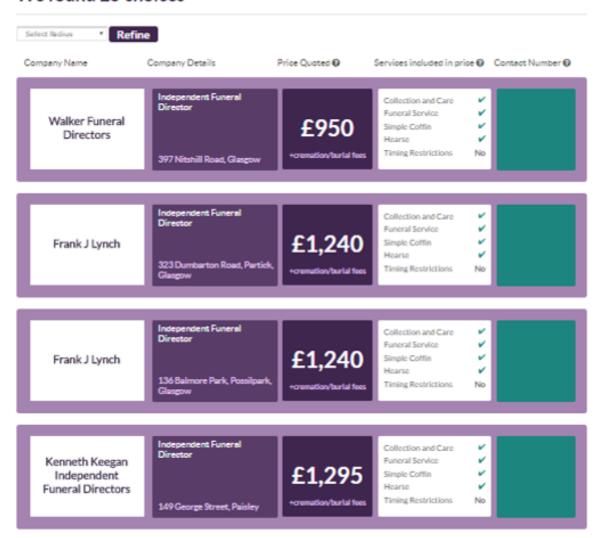
- A clear snapshot of funeral directors and their prices within specific post code areas
- Reduces the need for consumers to "shop around" at a distressing time
- Allows individuals to know who they are calling, i.e. independent firm/large chain
- Enables bereavement agencies to help people without recommending one firm

### **INSTANT ACCESS TO LOCAL ADVICE**

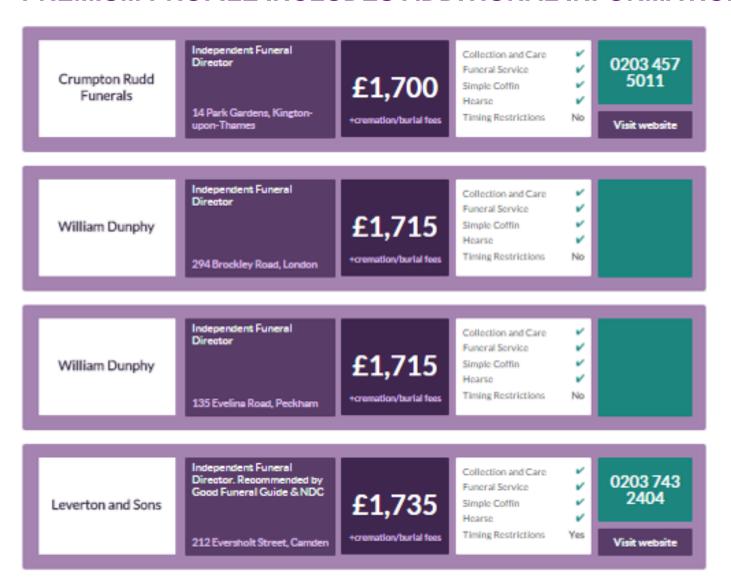


### **FULL COVERAGE OF LOCAL OPTIONS**

#### We found 25 choices



#### PREMIUM PROFILE INCLUDES ADDITIONAL INFORMATION



### **GOING FORWARD**

- To help as many people as possible to make informed choices
- Associations with over 80 NHS Trusts / Hospices / Charities, Money Advice Service
- Continue to build linking/information distribution opportunities
- Maintain up to date, relevant information
- Grow and maintain strong relationships with Gatekeepers



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