

Market Study Notice Response - Funerals

I write in response to the above.

My main point is that membership of bona fide trade bodies are the best indication for the public in how to guarantee value for money, and that this investigation should help the public to identify those trade bodies, and be able to check valid and current membership.

The variation in company fees charged by funeral directors is very wide because there is a large variation in style, operations, quality, choice and acceptable profit to individual funeral directors.

All trade bodies demand of their membership to have a most simple funeral price freely available for comparison to the funeral directors.

All funeral directors are actively marketing pre-paid funeral plans so that people know they have the choice to choose and pay for their funeral in advance rather than at a time of emotional distress.

Comparing fees between funeral directors is like comparing any other significant purchase.

Most family run independent funeral directors are motivated by helping people.

Verified trade body membership is the best way of a family assessing if there is a good quality of operation.

However there is nothing stopping a rogue element to set up its own trade body for dubious purposes, and not vigorously assessing members against good criteria. - I believe that an assessment of trade body operations is the best way forward for this investigation, and helping the public be aware of the best.

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