

To Whom it may Concern,

In regards to the Competition and Markets Authority (CMA) Online Pricing consultation, it is our company's belief that far from A2 posters in the windows of premises making costings 'transparent', it will look like vulgar marketing, and may appear to grieving families that we are only interested in price and cost rather than offering a unique, bespoke service. Also, regarding the sheer amount of information that the CMA wish to have us include, from a practical point of view the print would have to be very small and therefore the exercise self-defeating. Surely detailed information on websites is enough?

Additionally, as a SAIF regulated Funeral directors we will be obliged to follow the rules the CMA put in place. This is fair only if ALL Funeral Directors are forced to comply, rather than it being members of SAIF, leaving the unregulated small start-up companies to 'slip through the regulatory net' and creating an unfair market place in which some businesses are obliged to be totally transparent whereas others are not.

Director



waltersfunerals.co.uk



Golden Charter  
Funeral Plans  
National & Regional Winner

The Old Manse  
85 Dudley Rd.  
Tipton  
DY4 8ED  
t: 0121 557 1347

8-10 High St.  
Sedgley  
DY3 1RW  
t: 01902 885339

Ivy House  
153-159 Dudley St.  
Bilston  
WV14 0LA  
t: 01902 495384