

With reference to the email that we've received from SAIF regarding your online pricing consultation.

We agree with transparency, but what you are proposing Funeral Directors should do is not manageable. The price list needs to be simple, so that clients can easily understand it when they are at their most vulnerable.

The way you have suggested laying out a standardised price list is too in depth for families to understand.

Yours faithfully,

Amanda Ford DipFD MBIFD
Beltinge & District Funeral Service Ltd.