

Dear Sirs,

With reference to the above I feel I must comment on the proposed format of the proposed “ Standardised Price List”

Whilst I am in agreement with price transparency and the publication of funeral prices I must strongly object to the format you are suggesting.

Your suggestion is too restrictive, and does not meet all companies services. We offer various packages from “ Unattended Funerals, Simple Funerals, Traditional Funerals and Bespoke Funerals “ to meet all our client’s needs. The way you suggest breaking down the cost elements may well suit some businesses but not all.

We feel you do not fully understand the components that go into the provision of a Funeral Service. In our companies case we include a number elements which others may charge for, as standard, as we would not wish to charge extra for their provision.

We cannot see how you can separate out the Funeral Directors Charges from the Administrative charges, as it is all an integral part of the service a Funeral Director provides.

Some years ago the NAFD introduced a specification for a “ N A F D Simple Funeral “ which all members could provide at a price they set themselves. This proved very useful for clients to compare the cost for the provision of a standard package.

We trust you will take these comments on board, and have further discussions with the NAFD and SAIF before you finalise the format for displaying online prices. You need to have a document that is usable by large corporate organisation down to small independent concerns, and spread throughout the whole country where circumstances and traditions can alter.

Regards,

**Ian Hazel**

Dip F.D. M.B.I.E.

Managing Director

Fourth Generation Funeral Director