

R L Rea

Mr Andrew Rea
INDEPENDENT FAMILY OWNED FUNERAL DIRECTORS
AND MEMORIAL MASONS *Established in 1967*

17th May 2021

Dear Sirs

I write in response to your market investigation into the supply of services by funeral directors and the legal requirement to publish detailed pricing information online.

I understand the need for transparency in pricing, but the proposed template is totally unworkable. There are too many variants involved in the costing of a funeral, it isn't a one size fits all. For example is an unattended funeral a direct cremation?, burial fees differ greatly depending on the location of the grave, crematoria charge different prices, pallbearers are not an optional extra. I could go on, but these points give you an idea of the variants.

We, at R L Rea Funeral Directors Limited, have our own comprehensive price list which we currently email or post if requested. Once we have spoken to a family and established their wishes, we are able to provide them with a more accurate quote.

It is the total cost of the funeral that families are interested in rather than 'Taking care of all necessary legal and administrative arrangements' etc which are misleading and unnecessary. Your template refers the reader to a funeral director's full list any way, so why not allow individual companies to publish their own price lists?

The footnotes on your template are questionable. Internment is nothing to do with preparing a grave and the Medical Referee and Doctors' fees are not the same thing.

I can't think of any other type of business where every provider of a particular service has a standardised price list.

The death of a loved one is one of the most upsetting events in our lives and funeral directors do more than just provide a service. We offer a friendly ear and support before, during and after the funeral, this cannot be quantified on a price list.

Yours faithfully

Andrew Rea

