



## **Online price transparency Guidelines for funeral directors**

### **Why we're calling for online price transparency**

It's very important that bereaved people, especially those on low incomes, shop around. But having to speak to different companies explaining the details of a death can be very daunting. Being able to check prices online before contacting a company allows customers to consider their options before committing themselves emotionally and financially.

### **Why should funeral directors put prices online?**

As more commercial transactions move online and digital price comparison becomes publicly entrenched, demand grows for online price transparency from the funeral industry. More and more funeral directors are now getting ahead of the curve by meeting this demand. Displaying complete prices of affordable options allows funeral directors to present themselves as fair and open.

### **Overcoming obstacles**

There may be practical obstacles in putting clear, complete prices online, such as how to display different third party costs. We're working with companies to help them overcome these obstacles. Ultimately though it is for each company to decide how to introduce prices to their websites.

Here's how some other funeral directors have displayed prices on their websites.

### **Good industry examples**

- **George John Funerals**  
<http://www.georgejohnfunerals.com/funeral-cost-solihull.php>  
They offer different packages and estimate third party fees.
- **Rounce Funeral Services**  
<http://www.rounce.co.uk/>  
They give a difference broken down price for each crematorium.

- **Kingfisher Independent Funeral Services**

<http://stneotsfuneraldirectors.co.uk/estimate-generator/>

They have a price calculator so the public can select their choices and generate an estimate.

## **Principles of online pricing**

People will often be coming to your website feeling confused and disorientated, so it's very important information is clear and accessible. Here are some principles to bear in mind when putting prices online:

1. **Include third party costs/ disbursements** - these can represent around a half of the overall bill and most people don't know that a figure quoted without third party costs isn't the overall figure.
2. **Plain English** – some of the language surrounding funerals is impenetrable to the public. Try to use language people understand, for instance 'third party costs' is more straightforward than 'disbursements'.
3. **Accessibility** – some funeral directors display price lists but they're very difficult to find on their websites. Make prices prominent and accessible.
4. **No information overload** – whilst services and prices can get quite complicated, websites should have a clear, uncluttered design and format.
5. **Make the most affordable options visible** – affordable options should be made prominent.
6. **Break down costs** – costs should be itemised, or if packages are offered, it should be clear what this includes/ doesn't include.