

Affordable Lasting Tributes

By Ryan Helfenbein
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“The answer to the age-old question, ‘Why are funerals so expensive?’ is finally being answered. As an industry, we can now say funerals don’t have to be expensive anymore.”



In the Sunday, Oct. 24, 2010, edition of the *Annapolis Capital* there was an article headlined “Planning a More Affordable Final Farewell” written by Jim Miller. This article explained cost-effective alternatives to traditional funeral and cremation ceremonies. He covers items such as immediate cremation, direct burial, green burial and body donation. All of these can be affordable alternatives, but they still don’t cover affordable “traditional” burial or cremation ceremonies. Fortunately, the funeral industry is beginning to hear complaints from the public and affordable traditional burial or cremation service providers are now popping up in certain areas. The answer to the age-old question, “Why are funerals so expensive?” is finally being answered. As an industry, we can now say funerals don’t have to be expensive anymore.

I refer to these modern funeral service providers as the “affordable solution” to what has been labeled as high-costs by so many. These providers have designed service packages at a cost savings averaging \$2,000 less than more traditional alternatives. They offer the high quality of service known within the funeral industry today, but with affordable pricing.

In addition, these modern funeral providers have simplified the buying process for the consumer by offering all-inclusive packages. With the packages offered at these firms, it is a simple selection of what you would like to have done, set the time and dates of the services requested, and the firm takes it from there. It won’t hurt my feelings, but really, how many of you want to spend countless hours with one of us undertakers as opposed to being in the comfort of your own home with family and friends? It provides you with complete control of the cost aspect by selecting the all-inclusive package that fits your budget.

How can these modern-day providers offer their services at such a savings? Here is the kicker. It’s not only services, but merchandise involved such as a casket, register book, prayer/memorial cards and even flowers too! The business concept behind these firms is to reduce the financial burden and simplify the already confusing and emotional buying process by offering these all-inclusive packages, a practice permitted by the Federal Trade Commission. In other words, these firms have already done the shopping for you. It’s your choice of which package would best suit your needs, wants and budget.

Where are these modern-day funeral or cremation service providers? We are beginning to see them pop up all over the country. Just to name a few in the region, such providers exist in Albany, NY, Harrisburg, PA, Baltimore and yes, even right here in our backyard – Annapolis. Most of them are family-run and highly respected in the funeral industry.

Whether you were one of the many readers who agreed with “Planning a More Affordable Final Farewell” article, or simply someone who would like an affordable solution to a traditional service, the funeral industry has responded. The affordable solution to high funeral costs is now available.



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Why do you settle for good enough? Don't you want what's best?