

# Everest Funeral Reports Reveal Key Industry Pricing Data

*Data Details Significant Price Variances between Local, Privately-Owned and Large, Multi-State Funeral Home Operators*

HOUSTON, June 20, 2007 – [Everest<sup>SM</sup>](#), the nation’s leading consumer advocate for funerals and the first nationwide funeral planning and concierge service, reaffirmed its ongoing commitment to provide funeral industry price transparency with a revealing look at funeral pricing across the United States.

New reports indicate that large, multi-state funeral home operators average up to 37 percent more than their local, privately-owned counterparts for traditional funeral services. However, data also reveals that, despite offering significantly lower costs on average than larger competitors, local, privately-owned funeral homes also exhibit the highest variance in price ranges, reinforcing the notion that consumers need to shop around for life’s third largest expense—funerals.

Additional pricing analysis shows that embalming charges can vary nationwide from a low of \$25 to nearly \$2,000. Hearse charges show similar variances with a low of \$15 to a high of nearly \$900. Basic service charges have the widest pricing swing, ranging from a low of \$100 all the way up to \$5,650.

The data is a culmination of the pricing information found in the innovative new pricing tool, the [Everest PriceFinder<sup>SM</sup> Report](#), which provides clients with a never-before-seen view of the funeral industry’s pricing strategies and empowers clients with the ability to quickly and easily compare costs for funeral services within their community. The PriceFinder database was developed following an exhaustive six-month nationwide study of funeral home pricing with all data updated annually, at a minimum. Reports are available for purchase on a subscription basis for users requiring ongoing extensive analysis or can be purchased individually.

Currently, Everest provides client access to product and service pricing data – both regionally and nationwide – but has plans in the near future to release more robust, customizable informational reports that will enable investors, funeral industry professionals, governmental agencies and other interested parties to track critical pricing trends previously unavailable to the public. Users will then be able to leverage this information to make business decisions steeped in factual data.

(more)

“Everest is the first and only provider with a nationwide database that compiles this critical information,” said Mark Duffey, President and CEO of Everest. “With our in-depth data, we can now provide informational reports that offer a unique perspective into the pricing strategies of the funeral industry and the kind of reliable, fact-based data necessary for strategic decision-making.”

Everest’s information technology services are delivered by EDS, which enables the company to provide large-scale data maintenance and analysis. As the founder of the information technology outsourcing industry 45 years ago, EDS is a leading global technology services company delivering a broad portfolio of information technology services to clients around the world.

### **About Everest**

Everest is an independent consumer advocate providing funeral planning and concierge services. Its sole purpose is to provide the information families need to make the most informed decisions about all funeral-related issues. As an impartial consumer advocate, Everest is not a funeral home, does not sell funeral goods or services, and does not receive commissions from funeral homes or other service providers in the funeral industry.

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*The data referenced throughout this release is contained in the attached document titled [Industry Price Comparison Report](#).*

**For more information, call  
April Lynch, Stevens fkm at 713.867.3128 or [alynch@fkmagency.com](mailto:alynch@fkmagency.com). After hours contact: 713.922.1895**