



# FALL MANAGEMENT CONFERENCE

renaissance washington hotel • washington, dc • october 7-10, 2009

*Results of the*

# FINANCIAL TACTICS SURVEY

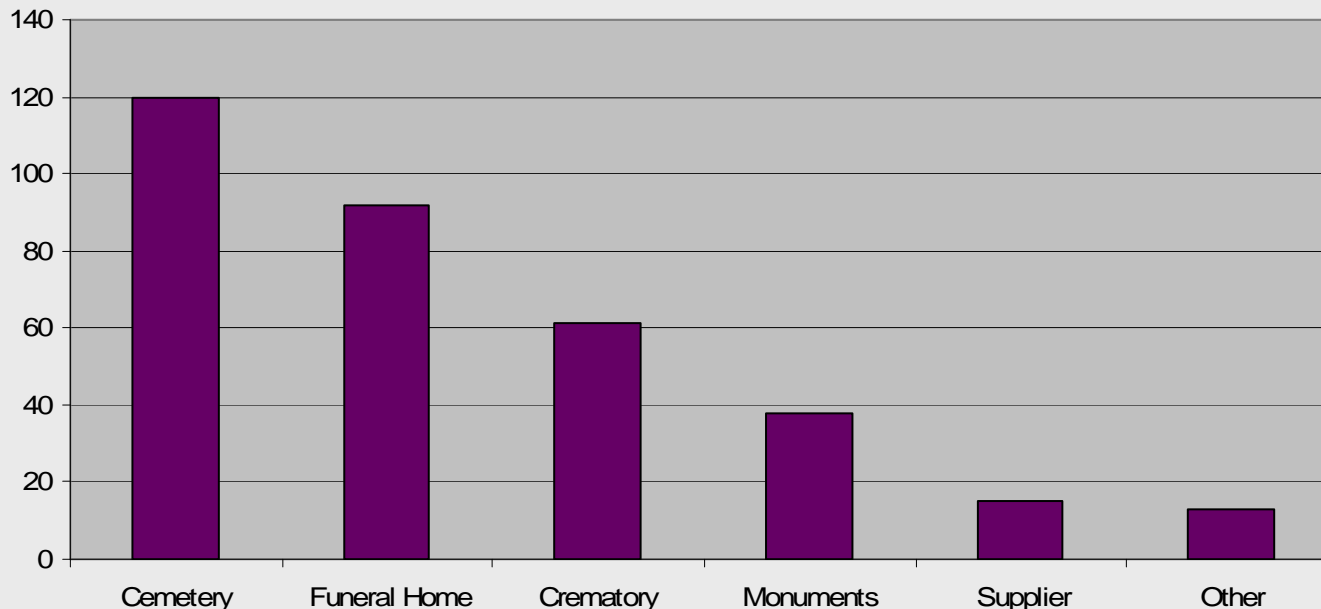
the largest CEO conference in the cemetery, cremation and funeral service industry



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## *What type of company(ies) do you operate?*



### 170 respondents

- Cemetery: 120
- Funeral Home: 92
- Crematory: 61
- Monuments: 38
- Supplier: 15
- Other: 13
  - Pet Cemetery: 3
  - Cremation Society: 2
  - Vaults: 2
  - Marketing
  - Landscaping
  - Pet cremation
  - Architect
  - Event center
  - Mortuary science instructor

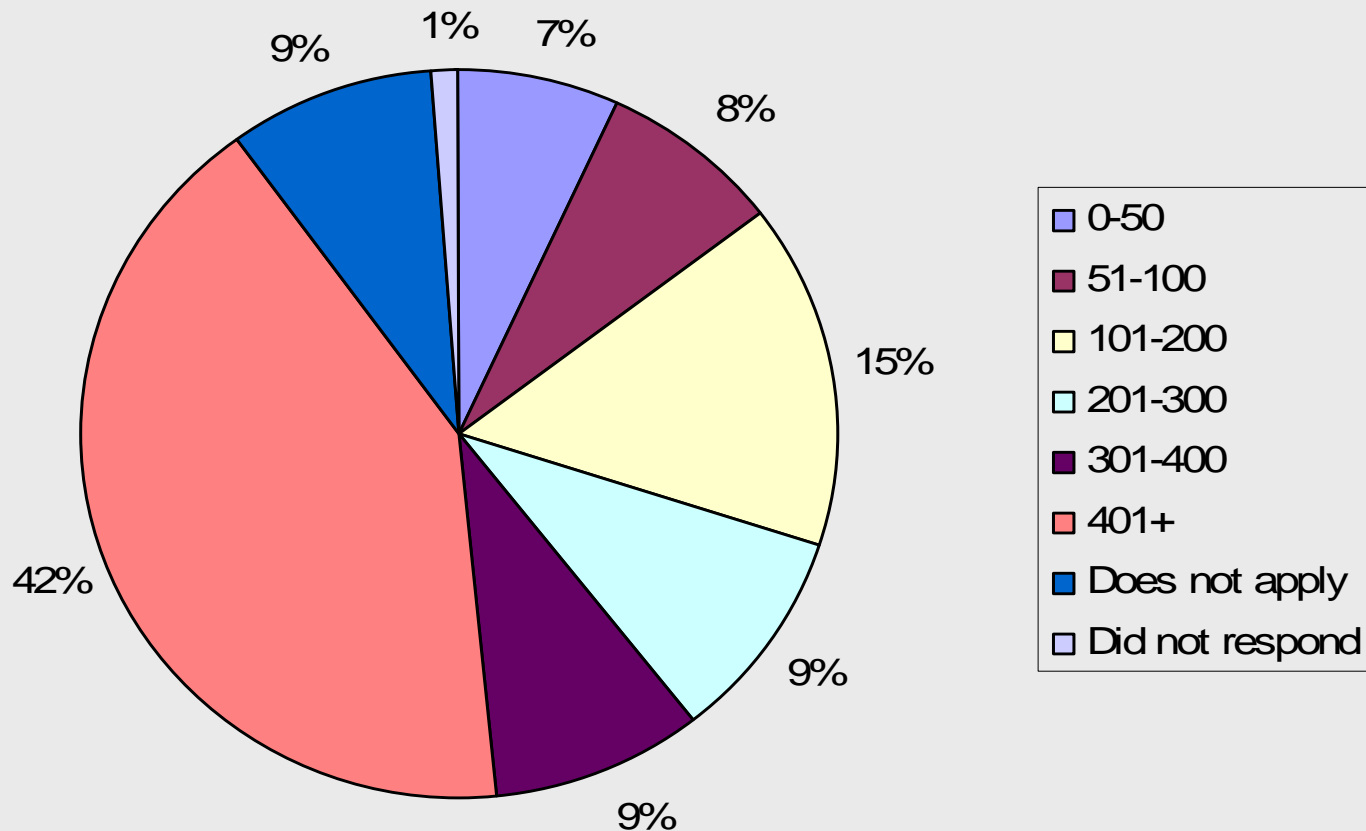
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*On average, how many burial services do you perform per year?*



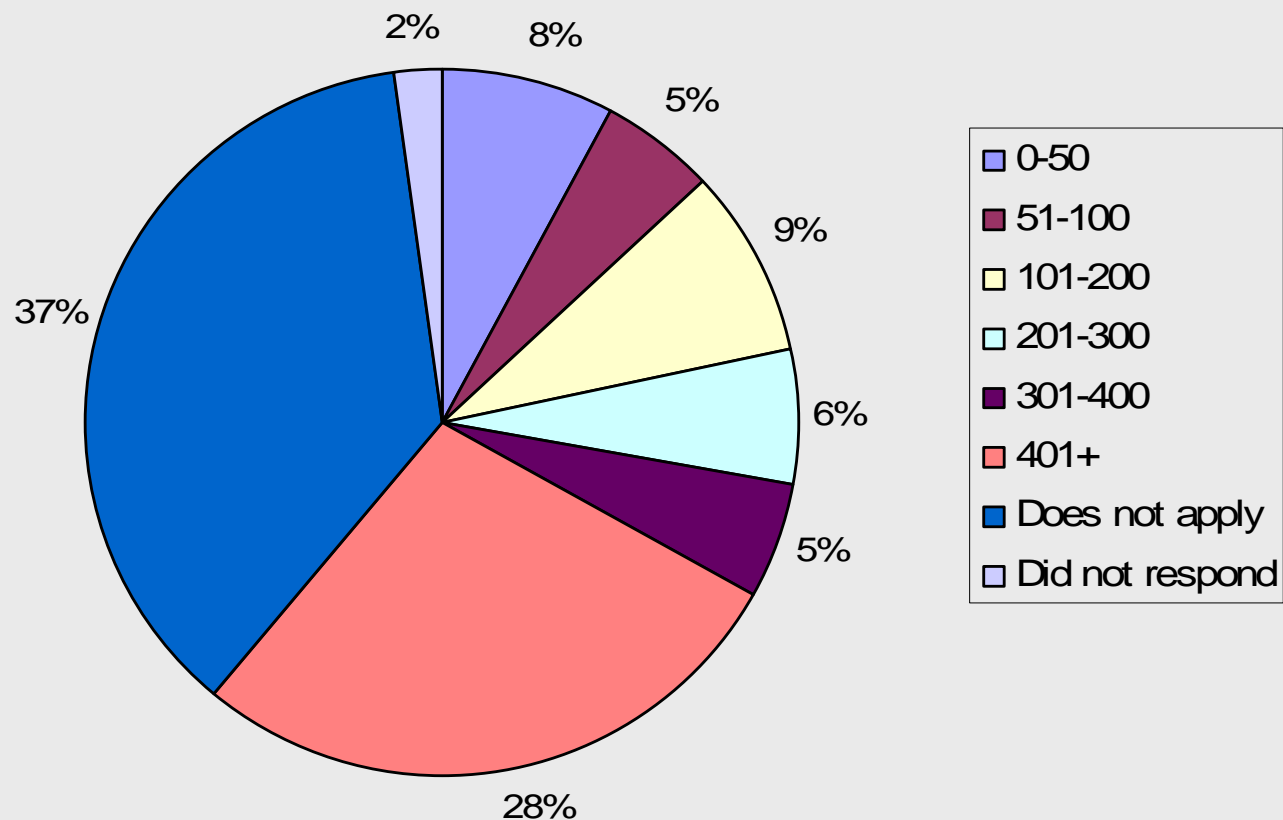
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*On average, how many funeral services do you perform per year?*



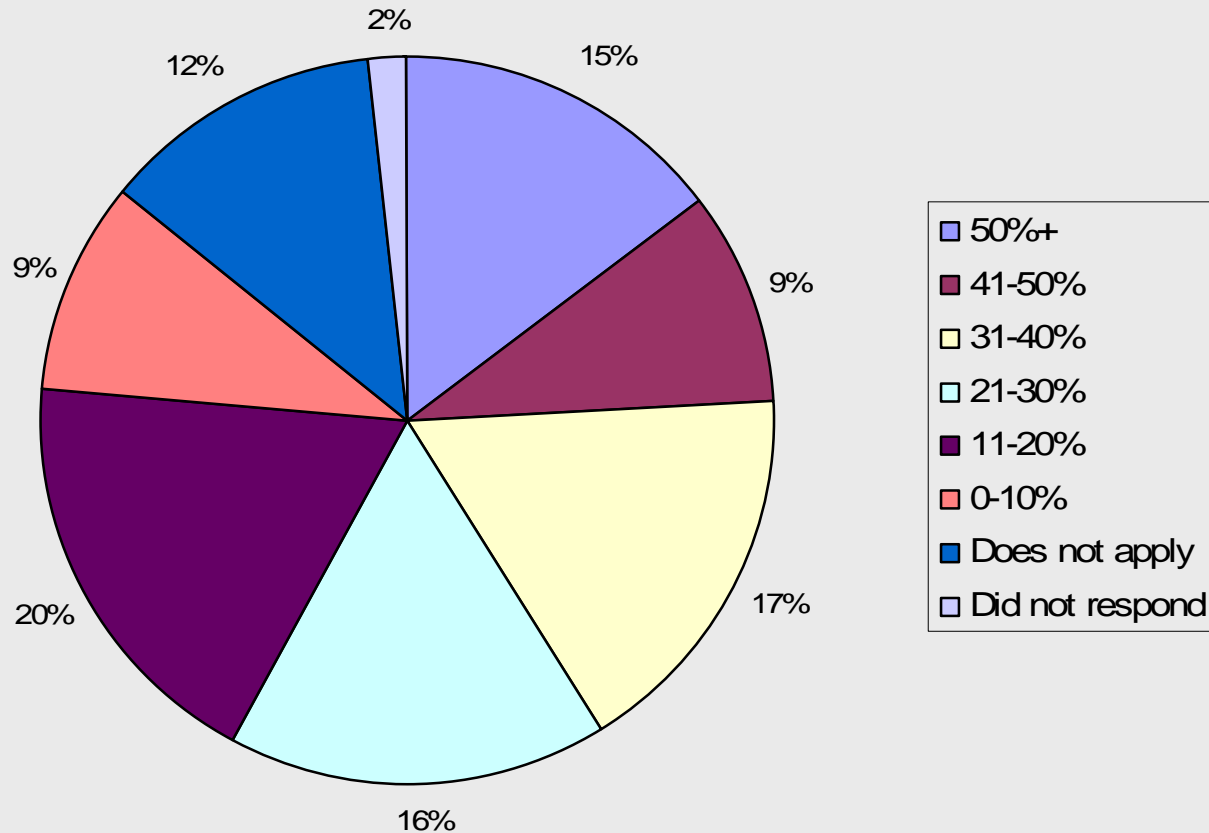
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*What percentage of your customers choose cremation?*



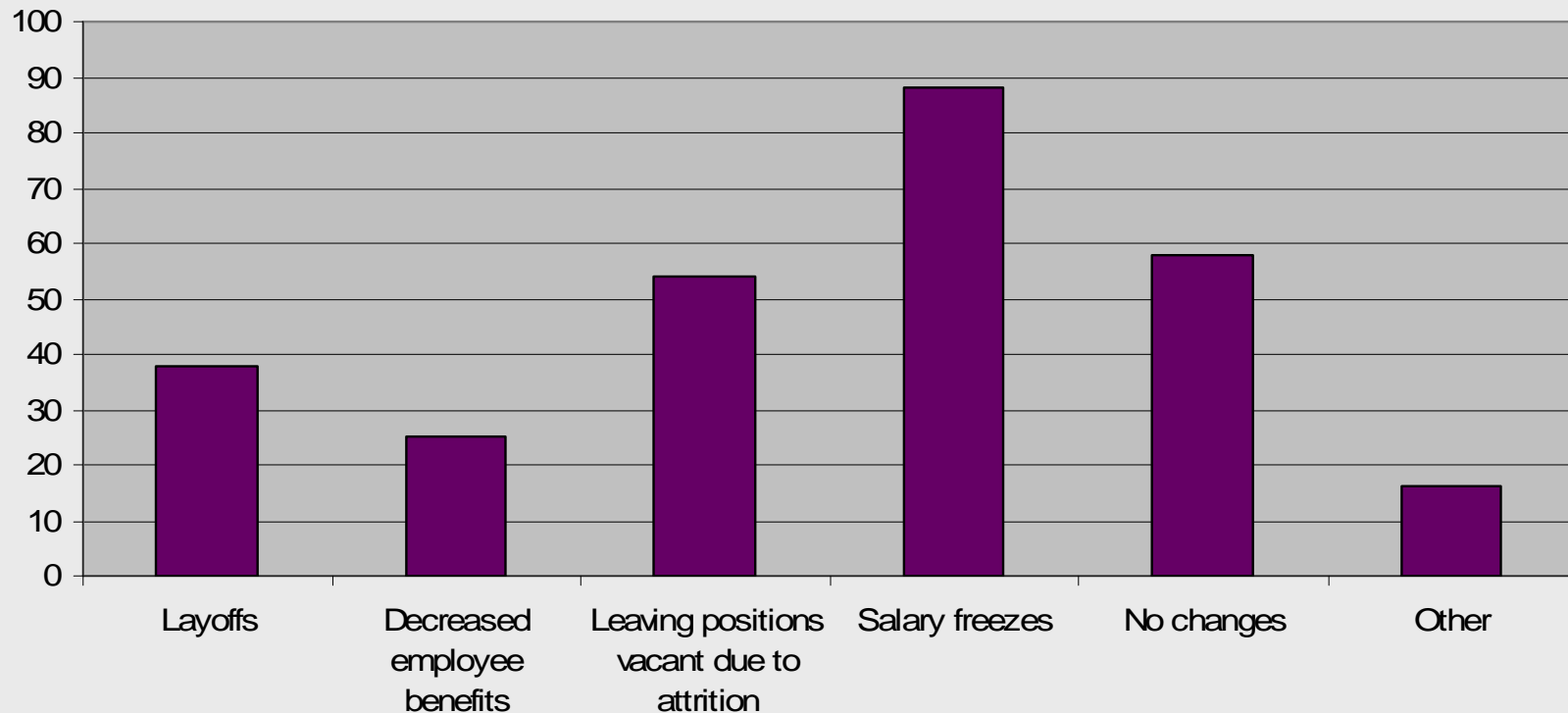
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*Which of the following staffing measures has your company taken in the first half of 2009 as a result of the recession?*



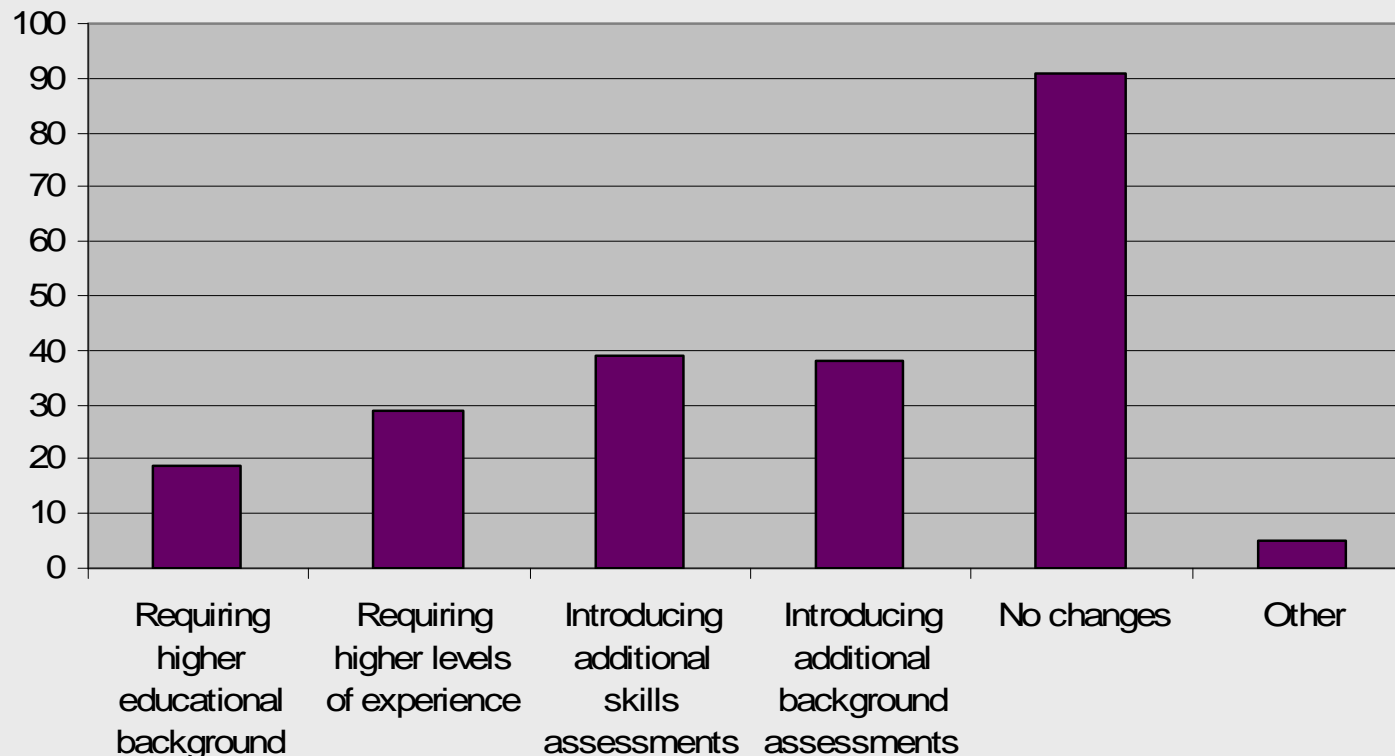
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*With the employee applicant pool expanding, have you taken any new measures to increase screening of new hires?*



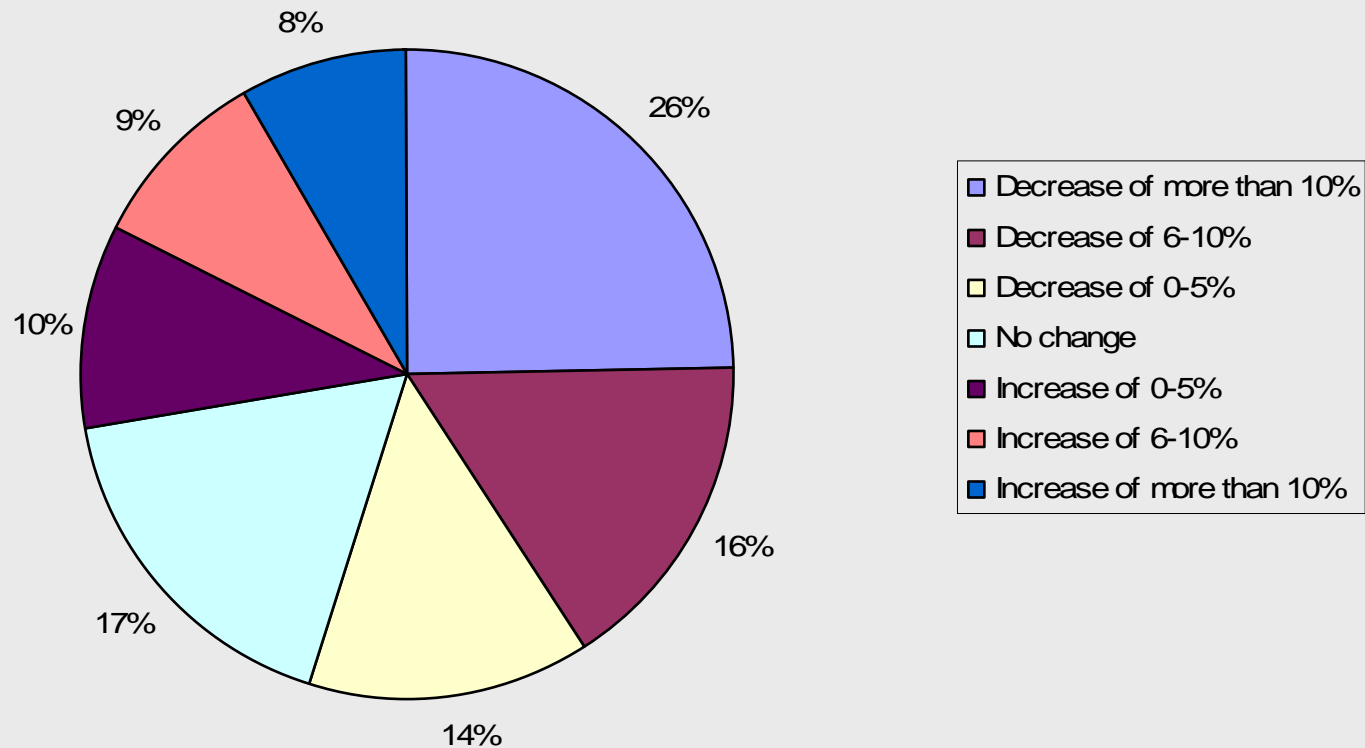
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*What changes have you seen in net profits in the first half of 2009 vs. the first half of 2008?*



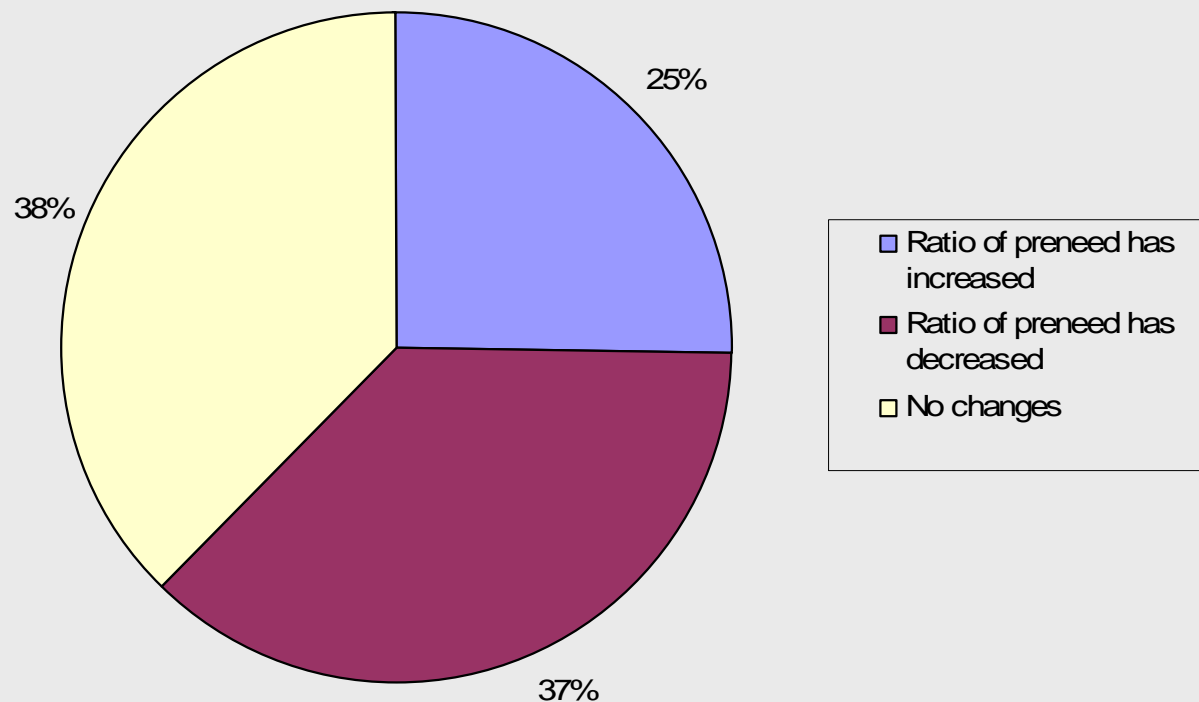
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*Has your ratio of preneed to at-need business seen any change in the first half of 2009 vs. the first half of 2008?*



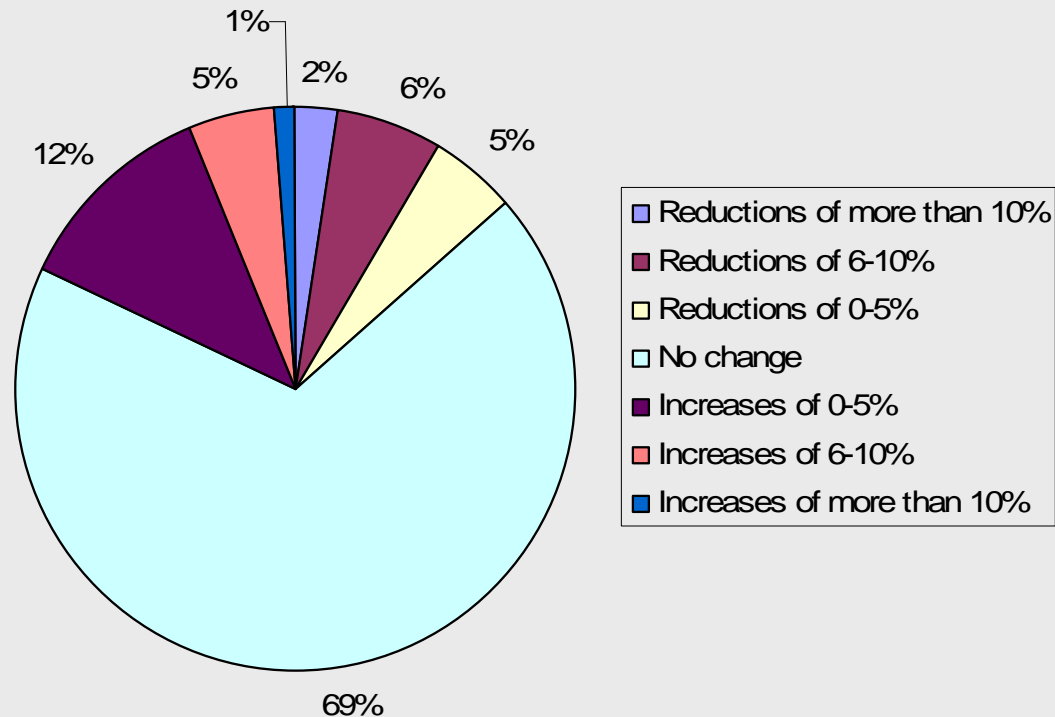
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*What changes have you made to your pricing in the first half of 2009 compared to the first half of 2008?*



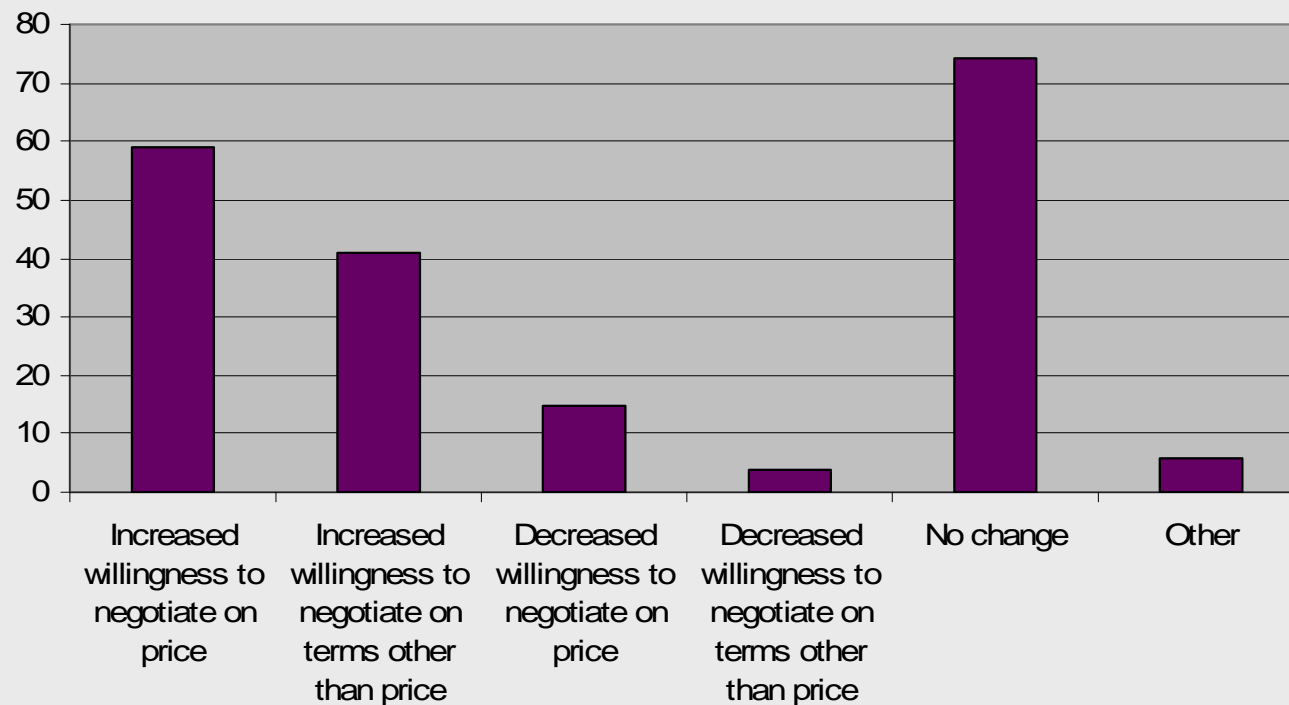
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## *What changes have you seen in negotiating with industry vendors?*



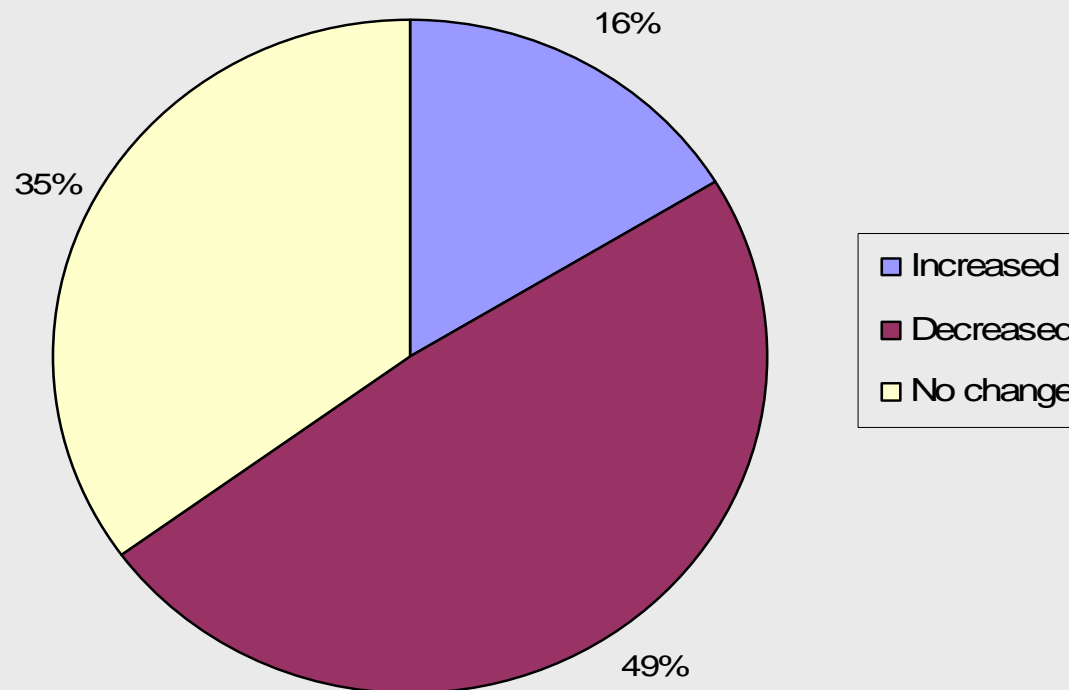
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*How have your capital expenditures changed in 2009 vs. 2008?*



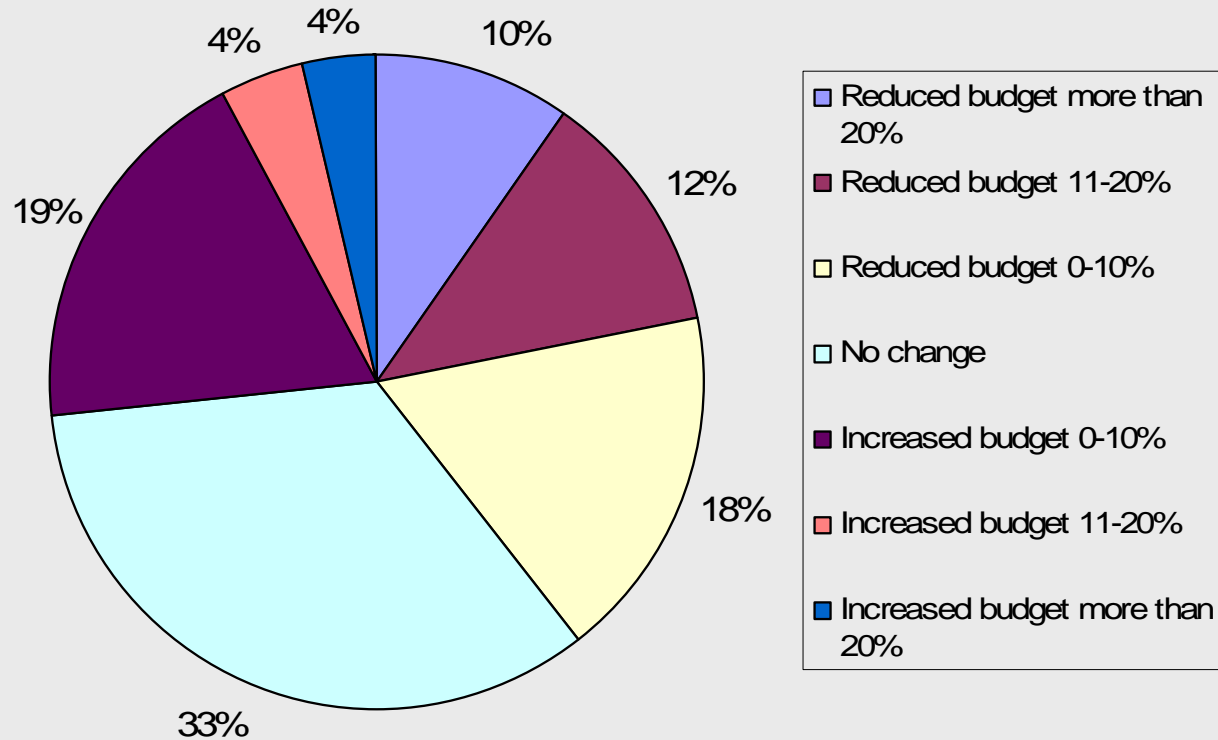
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*What changes have you made to your marketing in 2009 compared to 2008?*



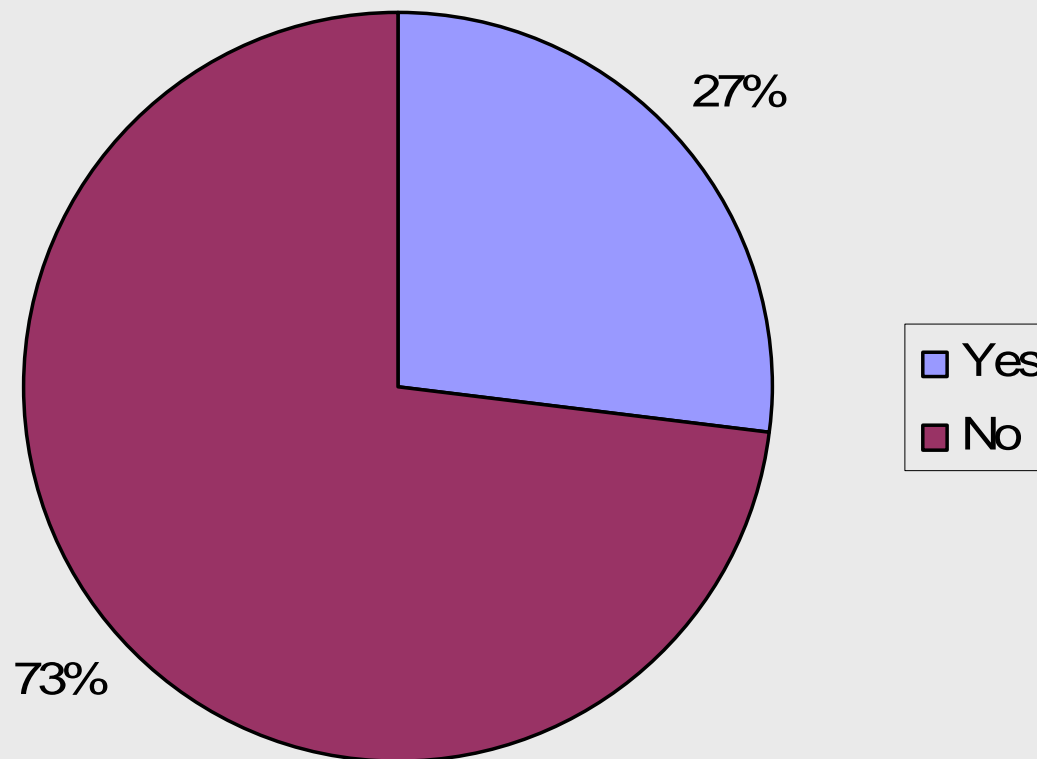
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*Have you changed your marketing messages to focus on pricing/discounts as a result of the economy?*



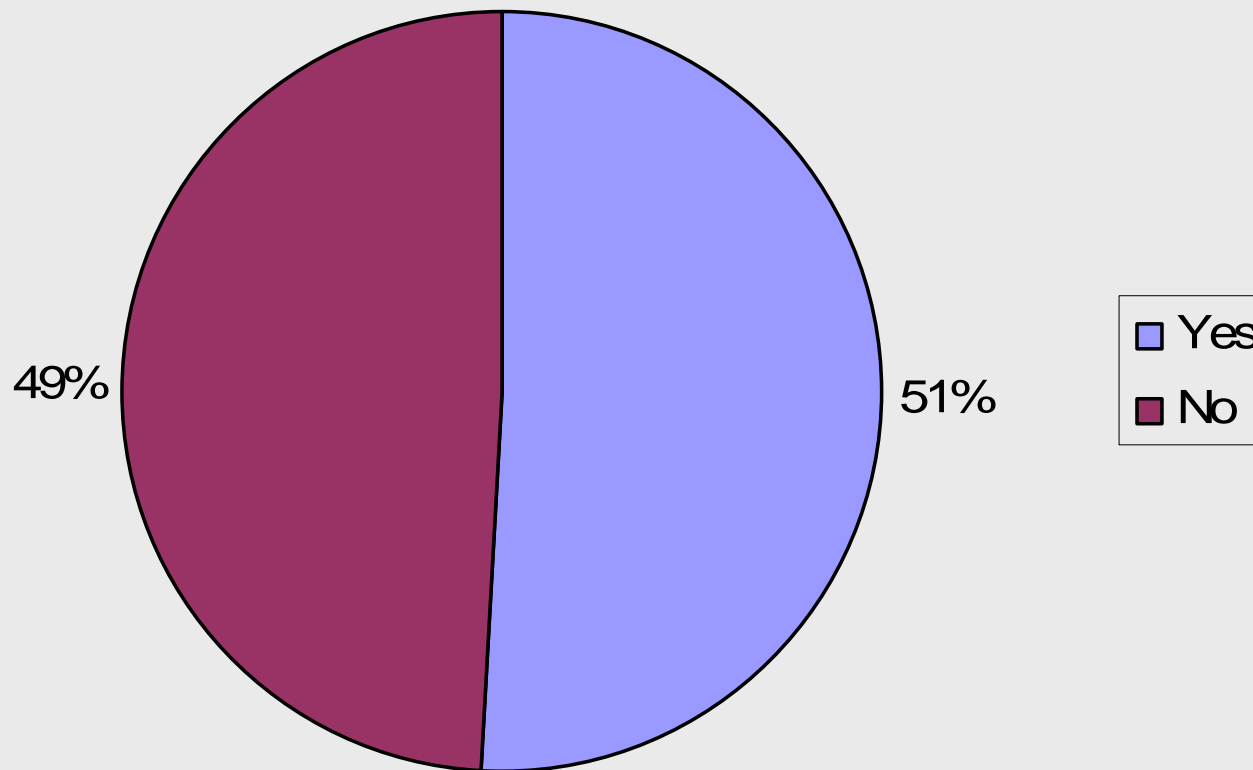
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*Are you seeing an increase in phone shoppers?*



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## ***TRENDS***

- Cremations w/traditional services followed by cremation, rather than just direct cremation.
- More attention to payment options
- If customer has good credit, we will offer the option of installment payments
- Locations in high-income areas are doing OK; locations in low-income areas are hurting
- Customers opting for less expensive products
- Customers not spending as much, even if they have the money
- Construction projects have been put on hold
- Less visitations and more direct cremation
- Losing business to outside, discount vendors of memorials
- Customers not using us for burial. More cremation and taking cremains home to scatter.

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