

ICCFA FALL MANAGEMENT CONFERENCE

Financial Tactics Survey

What type of company(ies) do you operate?
(check all that apply)

- Cemetery
- Funeral Home
- Crematory
- Monuments
- Supplier

Other: _____

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

- 0-50
- 51-100
- 101-200
- 201-300
- 301-400
- 401+
- Does not apply

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

- 0-50
- 51-100
- 101-200
- 201-300
- 301-400
- 401+
- Does not apply

What percentage of your customers choose cremation?

- More than 50%
- 41-50%
- 31-40%
- 21-30%
- 11-20%
- 0-10%
- Does not apply

Which of the following staffing measures has your company taken in the first half of 2009 as a result of the recession?
(check all that apply)

- Layoffs
- Decreased employee benefits
- Leaving positions vacant due to attrition
- Salary freezes
- No changes

Other: _____

With the employee applicant pool expanding, have you taken any new measures to increase screening of new hires?
(check all that apply)

- Requiring higher educational background
- Requiring higher levels of experience
- Introducing additional skills assessments
- Introducing additional background assessments
- No changes

Other: _____

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

- Decrease of more than 10%
- Decrease of 6-10%
- Decrease of 0-5%
- No change
- Increase of 0-5%
- Increase of 6-10%
- Increase of more than 10%

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

- Ratio of preneed has increased
- Ratio of preneed has decreased
- No changes

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

- Reductions of more than 10%
- Reductions of 6-10%
- Reductions of 0-5%
- No change
- Increases of 0-5%
- Increases of 6-10%
- Increases of more than 10%

What changes have you seen in negotiating with industry vendors? (check all that apply)

- Increased willingness to negotiate on price
- Increased willingness to negotiate on terms other than price
- Decreased willingness to negotiate on price
- Decreased willingness to negotiate on terms other than price
- No change
- Other: _____

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

- We have increased our capital expenditures
- We have decreased our capital expenditures
- No change

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

- Reduced budget more than 20%
- Reduced budget 11-20%
- Reduced budget 0-10%
- No change
- Increased budget 0-10%
- Increased budget 11-20%
- Increased budget more than 20%

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

- Yes
- No

Are you seeing an increase in phone shoppers?

- Yes
- No

Please share any additional trends you are seeing or measures you are taking as a result of the economy:

Please share any questions/topics you would like the Fall Management Conference panels to address:

IT TAKES LESS THAN A MINUTE!
Even if you cannot yet commit to attending the conference, please complete the survey and fax it to 703.391.8416.