



FuneralExperts.com

Supporting Funeral Directors and B&C operators to support the bereaved

Welcome

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The Changing Landscape

- **Online first** for a new generation of bereaved.
- **Regulators** are paying more attention to all aspects of the funeral industry.
- Improved **funeral choices inline with CMA requirements**.
- Improved access to booking facilities for the public and FD.

What is FuneralExperts.com?

For the 'At Need' consumer

A platform that allows the bereaved to quickly compare Funeral Directors in their local area.

For the B&C Operator

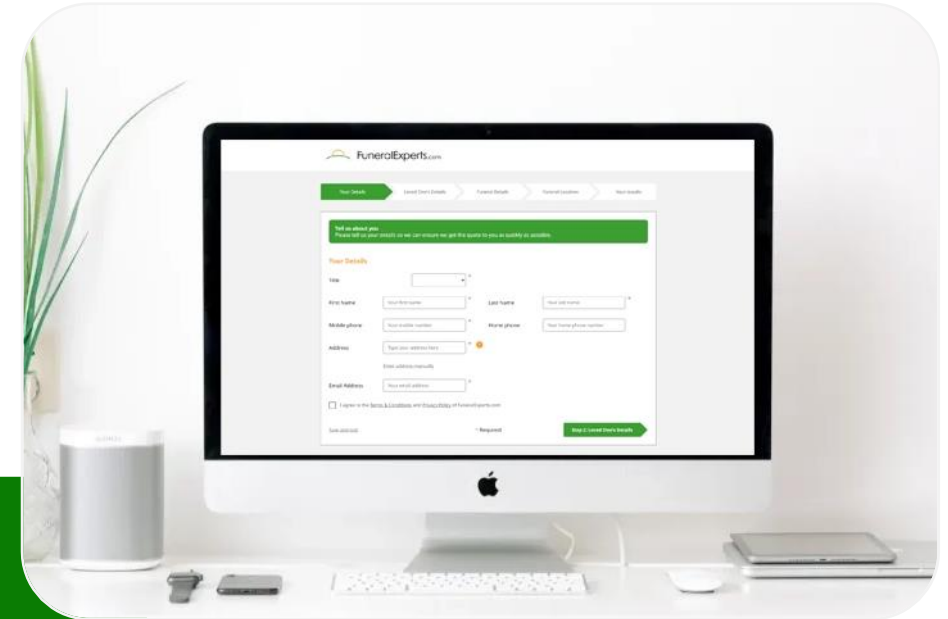
A free platform that provides compliance, pricing and scheduling data for efficiency and transparency with the public and FDs.

For the Funeral Director

A platform that generates warm leads that enables them to grow their business.

The Platform

- CMA compliance for B&C operators and Funeral Directors
- Providing real-time availability and pricing of cemeteries and crematoria.
- Delivering real-time leads to Funeral Directors.





Benefits to B&C operators

We position B&C operators to have improved consumer experience through service excellence and value for money

Service Excellence

- ✓ Automatic compliance with price publishing regulations
- ✓ Management system integrations
- ✓ Intuitive platform for ease of use by FDs and consumers.
- ✓ Communication efficiency between all parties.

Value for Money

- ✓ FREE to join.
- ✓ Out-of-the-box compliance.
- ✓ Enables potential revenue generation through upsell of memorialization services/products (e.g., ashes interment).

Consumer Experience

- ✓ Improved information availability.
- ✓ Improved choice.
- ✓ Potential to reduce budget based on price and availability transparency.

The Team



Jason Ghous, CEO

Founder CEO with 20-years of experience building new products for household names such as HSBC, Barclays, Merrill Lynch, Aviva, and Prudential M&G.



Simon Kingsnorth, CMO

Marketing Director with senior experience with companies such as GoCompare, Google, CompareTheMarket, MoneySupermarket and Confused.com



Graham Howe, CCO

Commercial director with 40 years of experience advising and building commercial strategies for companies globally.

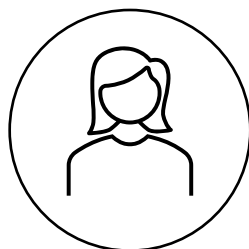


Liverpool City Council Pilot

BEREAVED EMPOWERMENT

- Financial and information transparency.
- Emotional independence.
- Completely independent platform.

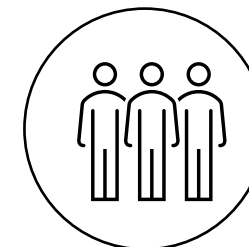
Bereaved



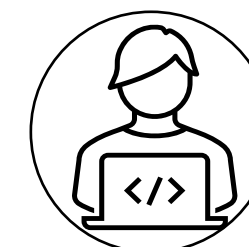
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LCC Bereavement Services



Funeral Director



FD OPERATING MODEL EFFICIENCY

- Ready-made funeral requirements from consumers.
- Automatic CMA compliance.
- Controlled acquisition cost.



FuneralExperts.com

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support the bereaved

Our success will be your success!

Email Jason.ghous@funeralexperts.com for more information

Thank You!