

Price Survey of Area Funeral Homes, 2019

In compiling data for the 2019 Funeral Home Price Survey, we gathered General Price Lists (GPLs) from funeral homes in the FCA-Piedmont area. We expanded our coverage this year to now include Durham, Orange, Randolph and Rockingham Counties in addition to Alamance, Forsyth, and Guilford Counties. As most of these price lists are NOT found on funeral home websites, this meant either a phone call to request them, or more than likely an in-person visit to obtain the lists. Funeral businesses are required by the rules of the Federal Trade Commission to give prices over the phone and to give a printed copy of a General Price List (GPL) to anyone appearing in person and requesting information about funeral goods and services. Prices are “subject to change without notice.” FCA of the Piedmont (FCA-P) has made a good faith attempt to report the price information as accurately as possible. Please contact the funeral home directly to confirm current pricing.

FCA-Piedmont has compiled this survey as a public service to give consumers a general comparison of funeral prices in these seven counties. FCA-Piedmont is a non-profit, non-sectarian all volunteer organization dedicated to providing education to the public about the many options available in planning disposition of bodily remains. We are also advocates for consumer choice at end-of-life, and monitor pertinent legislation and regulatory activities. Your FCA-Piedmont was accepted as a member of the Consumer Federation of America (CFA) in 2018. The CFA is an umbrella organization of non-profits and public agencies working to protect the interests of consumers.

Most people haven't heard of the most important set of consumer protections available to grieving families — the Funeral Rule. Made effective in 1984, this Federal Trade Commission rule is like a consumer's bill of rights when shopping for a funeral. The Funeral Rule gives consumers:

- **The right to pick and choose only the items they want** — funeral homes can't force you to buy a package of goods and services.
- **The right to printed, itemized price lists** — like a restaurant menu, funeral homes have to give you a printed price list at the beginning of any arrangements discussion.
- **The right to factual information** — funeral directors can't lie to you and claim things like embalming or certain caskets are required by law when that's not true.
- **The right to see a price list for caskets** before going into the showroom.
- **The right to get price quotes over the phone.**
- **The right to build or buy their own casket** outside the funeral home without paying a “casket-handling fee” to the funeral director.

Funerals are an emotionally laden transaction, but they're also a **business transaction**. Funeral homes know this well, and grieving people are not usually in the mood to haggle or question. As consumers, we need to take responsibility for educating ourselves about what we do and don't want in a funeral, and what we can and can't afford.

Whatever you choose — burial, a full funeral, cremation, a simple memorial service — you can get the most from your funeral dollar by shopping around ahead of time.

Learning how to compare prices and services among funeral homes will put you in

control when a death occurs. Consumer surveys show most people simply use the same funeral home they've used before, *just because they've used it before*. But if you don't shop around, you might be paying thousands more than you need to for comparable service elsewhere in town.

This year we decided to include only THREE prices: those for Basic Services Fee, Direct Cremation, and Immediate Burial. Spreadsheets will let you quickly scan prices of each. Definitions for these are provided here:

Basic Services Fee --- All funeral homes charge what's called the "basic services fee," the only charge that you cannot decline to pay. The fee is meant to cover all the administrative things common to all funerals, simple or elaborate, such as planning the service, filing necessary paperwork and procuring permits, coordinating arrangements with the cemetery or crematory or any other third parties, and overhead expenses related to the funeral home facility and operations.

Direct Cremation --- Simple cremation with no ceremony.

Immediate Burial --- Simple burial without ceremony where purchaser provides the casket.

Both immediate burial and direct cremation are regarded as "minimal services." This typically means the body is picked up at the place of death and transported directly to the cemetery or crematory. As with other types of disposition, the purchaser has the right to provide their own container or select one from the funeral home. The cost for the service does not include the container unless stated otherwise. Although some funeral homes state that the cost of their basic services is included in the cost for immediate burial or direct cremation, what they really seem to mean is that the cost of the basic services provided is included proportionally.

In comparing the prices for direct cremation, we indicate if the price listed does not include the actual cremation itself. Some providers will state the price of the cremation is not included while others state bewilderingly that cremation is included "if relevant." An update to the Federal Trade Commission's publication, "Complying with the Funeral Rule" (April 2015) now eliminates the "cremation, if relevant" language. Providers must either include the words "and cremation" or explain that an "...added crematory charge will be estimated or itemized in the Statement of Funeral Goods and Services Selected." While price is an important factor when choosing a funeral home, reputation and quality of service also should be given consideration. Unfortunately, those are more difficult to measure. Is the mortuary a local family business or owned by a large corporation? Will you be expected to sit through a high pressure sales routine? Are the funeral directors straight with you in answering questions? Will they support you in having just the type of arrangements you want and can afford? Ask clergy, social workers, neighbors and friends---and that includes FCA-Piedmont members!--- for their recommendations. We encourage you to shop around and plan ahead when you are not under any pressure. That way you can be assured of final arrangements that are consistent with your values as well as your budget.

Funeral Home Price List Survey 2019—ALAMANCE COUNTY

Funeral Home	Basic Services Fee	Direct Cremation	Immediate Burial
Alamance Funeral Service www.alamancefuneralservice.org Burlington NC	\$1595	\$1095 + \$195 Cremation Container +\$495 crematory fee	\$1895
Blackwell Funeral Home www.blackwellfuneral.com Burlington NC	\$1695	\$750	\$1000
Lowe Funeral Home and Crematory www.lowefuneralhome.com Burlington NC	\$2535	\$1995	\$2320
McClure Funeral Service http://mcclurefuneralservice.net Graham and Mebane NC	\$3245	\$1995 (crematory fee not included)	\$2240
Miles Funeral Home 919-563-9333 Mebane NC	\$1500	\$800	\$1800
Omega Funeral Service & Crematory www.omegafsc.com Burlington NC	\$1590	\$795	\$1595
Rich and Thompson Funeral & Cremation Services https://richandthompson.com Burlington and Graham NC	\$3450	\$2245	\$2295
Sharpe Funeral Home www.sharpefuneralhome.com Burlington NC	\$1500	\$1500	\$1000
Walker's Funeral Home & Crematory www.walkersfuneralservice.com Chapel Hill, Hillsborough and Mebane NC	\$1975	\$1795	\$3200

Funeral Home Price List Survey 2019—ROCKINGHAM COUNTY

Funeral Home	Basic Services Fee	Direct Cremation	Immediate Burial
Boone and Cooke Funeral Home and Crematory www.booneandcooke.com Eden NC	\$1995	\$1495	\$2440
Citty Funeral Home www.cittyfh.com Reidsville NC	\$1700	\$1495 (does not include crematory fee)	\$1650
Colonial Funeral Home and Chapel www.colonialfh.net Madison NC	\$1595	\$1275	\$1515
Fair Funeral Home www.fairfuneralhome.com Eden NC	\$1695	\$1895	\$1990
Johnson and Sons Funeral Service www.johnsonandsonscare.com Reidsville NC	\$1120	\$1395 (does not include crematory fee)	\$1215
McLaurin Funeral Home www.mclaurinfh.com Reidsville NC	\$1895	\$1875 (does not include crematory fee)	\$1875
Perry-Spencer Funeral Home 336-548-9617 Eden, Madison NC	\$1295	\$1295 (does not include crematory fee)	\$1025

Funeral Home Price List Survey 2019—RANDOLPH COUNTY

Funeral Home	Basic Services Fee	Direct Cremation	Immediate Burial
Gailes Funeral Home www.gailesfuneralhome.com Asheboro NC	\$1295	\$995	\$1895
Hodges Funeral Services 336-629-4747 Asheboro NC	\$900	\$795	\$1095
Kimes Funeral Services 336-622-4497 Liberty NC	\$975	\$1445	\$1295
Loflin Funeral Home www.dignitymemorial.com Liberty, Ramseur NC	\$3000	\$2695	\$3695
Midstate Cremation and Funeral Service www.midstatecremationservice.com Asheboro NC	\$1700	\$845	\$1270
Pugh Funeral Home www.pughfuneralhome.com Asheboro, Randleman, Troy NC	\$2295	\$3320	\$2915
Ridge Funeral Home and Cremation Service www.ridgefuneralhome.com Asheboro NC	\$1695	\$2195	\$2195
Thomasville Funeral Home www.dignitymemorial.com Thomasville NC	\$2445	\$1720	\$2995

Funeral Home Price List Survey 2019—ORANGE COUNTY

Funeral Home	Basic Services Fee	Direct Cremation	Immediate Burial
Chavis-Parker Funeral Home 919-732-3976 Hillsborough NC	\$3000	\$2250 (Does not include crematory fee)	\$5853
Clements Funeral and Cremation Services www.clementsfuneralservice.com Durham, Hillsborough NC	\$3495	\$2915	\$2195
Jones Funeral Home 919-967-3288 Chapel Hill NC	\$1800	\$1900	\$1800
Knotts Funeral Home www.knottsfuneralhome.com Chapel Hill, Pittsboro, Sanford NC	\$2450	\$995 (Does not include crematory fee)	\$2400
Walker's Funeral Home www.walkersfuneralservice.com Chapel Hill, Hillsborough, Mebane NC	\$1975	\$1795	\$3200

Funeral Home Price List Survey 2019 – GUILFORD COUNTY

Funeral Home	Basic Services Fee	Direct Cremation	Immediate Burial
Loving Care Cremations www.lovingcarecremations.com Greensboro NC		\$695	
People’s Funeral and Cremation Service www.peoplesfuneralandcremation.com High Point NC	\$1200	\$1295	\$1500
Pierce-Jefferson Funeral Service www.pierce-jeffersonfuneralservice.com Kernersville NC	\$2295	\$2020	\$3295
Phillips Funeral Service https://phillipsfuneralserviceinc.com High Point NC	\$1500	\$1695	\$1500
Regional Memorial Cremations www.regionalmemorialcremations.com Greensboro NC	\$1495	\$795	\$1325
Sechrest Funeral Service www.dignitymemorial.com High Point NC	\$2445	\$1720	\$2995
Serenity Funeral Home and Cremations www.serenityfhcremations.com Greensboro NC	\$2150	\$795	\$2195
Triad Cremation and Funeral Service www.triadcremationsociety.com Greensboro NC	\$1700	\$845	\$1270

Funeral Home Price List Survey 2019—GUILFORD COUNTY

Funeral Home	Basic Services Fee	Direct Cremation	Immediate Burial
Advantage Funeral and Cremation Services www.advantagefunerals.com Greensboro NC	\$530	\$1295	\$1570
Allen and Associates Mortuary and Cremation www.aandamortuary.com Greensboro NC	\$1950	\$850 + \$375 Crematory fee	\$1395
Perry J. Brown Funeral Home www.perryjbrownfuneralhome.com Greensboro NC	\$1995	\$1595	\$1414
Community Funeral Service www.communityfuneralservice.net Greensboro NC	\$1100	\$790	\$1000
Cumby Family Funeral Service www.cumbyfuneral.com High Point and Archdale NC	\$3045	\$2445 (\$200 additional charge for rush or weekend cremation)	\$2870
Davis Funeral Home www.dignitymemorial.com High Point NC	\$2445	\$1720	\$2995
Forbis and Dick Funeral Service www.forbisanddick.com Greensboro and Pleasant Garden NC	\$1990	\$2825	\$3100

Funeral Home Price List Survey 2019 – GUILFORD COUNTY

Funeral Home	Basic Services Fee	Direct Cremation	Immediate Burial
Gate City Cremations www.gatescitycremations.com Greensboro NC	\$945	\$945	N/A
George Brothers Funeral Service www.georgebrothersfuneral.com Greensboro NC	\$1895	\$1895	\$2195
Guil-Rand Funeral and Cremation Service www.guilrand.com Archdale NC	\$2300	\$945	\$1825
Hanes Lineberry Funeral Home www.dignitymemorial.com Greensboro NC	\$3645	\$3195	\$3495
Hargett Funeral Service www.hargettfuneralserviceinc.com Greensboro NC	\$1800	\$2375 (crematory fee not included)	\$2415
Hinnant Funeral Service www.hinnantfuneralservice.net Greensboro NC	\$1725	\$2000	\$1375
Johnson and Sons Funeral Home www.johnsonandsonsinc.com High Point NC	\$1120	\$1395	\$1215
Lambeth-Troxler Funeral and Cremation Service https://lambethtroxlerfuneralhome.com Greensboro NC	\$2295	\$2020	\$3295

Funeral Home Price List Survey 2019—FORSYTH COUNTY

Funeral Home	Basic Services Fee	Direct Cremation	Immediate Burial
Affordable Cremations of Winston Salem https://affordablecremationswsnc.com Winston Salem NC	\$900	\$995	N/A
Clark S. Brown and Sons Funeral Home www.clarksbrownandsons.com Winston Salem NC	\$1650	\$1250	\$1500
Davidson Funeral Home www.davidsonfuneralhome.net Winston Salem and Lexington NC	\$2295	\$1695 (does not include cremation fee)	\$2495
Douthit Funeral Services www.douthitfuneralservices.com Winston Salem NC	\$2150	\$1650	\$1975
Gilmore Memorial Funeral Services 336-723-5508 Winston Salem NC	\$1795	\$1400 (does not include crematory fee)	\$2470
J.C. Green and Sons Funeral Home www.jcgreenandsons.com Winston Salem and Thomasville	\$1750	\$1825	\$2450
Hayworth-Miller Funeral Homes and Crematory www.hayworth-miller.com Winston Salem, Rural Hall, Kernersville, Advance, Lewisville NC	\$2495	\$2595	\$3145
Hooper Funeral Home www.hooperfuneralhome.net Winston Salem NC	\$1495	Not offered on GPL	\$1325
Memorial Funeral Service www.memorialfuneralservice.com Winston Salem NC	\$1350	\$995	\$1600

Funeral Home Price List Survey 2019—DURHAM COUNTY

Funeral Home	Basic Services Fee	Direct Cremation	Immediate Burial
American Cremation and Funeral Service www.americancremationservices.net Durham NC	\$2100	\$1225	\$2900
Burthey Funeral Service http://burtheyfuneralservice.com Durham NC	\$995	\$995 (crematory fee not included)	\$1155
Clements Funeral and Cremation Services www.clementsfuneralservice.com Durham and Hillsborough NC	\$3495	\$2915	\$2195
Ellis D. Jones and Sons, Inc https://ellisdjones.com Durham NC	\$1775	\$1525 (crematory fee not included)	\$2195
Fisher Memorial Funeral Parlor www.fishermemorialfuneralparlor.com Durham NC	\$1995	\$1100	\$1895
Hall-Wynne Funeral Service www.hallwynne.com Durham NC	\$2340	\$3695	\$3695
Holloway Memorial Funeral Home www.hollowaymemorial.com	\$1650	\$1600	\$1800
Hudson Funeral Home and Cremation Services www.hudsonfuneralhome.com Durham NC	\$3475	\$2885	\$2700
Professional Mortuary Service of NC 919-286-1941 Durham NC	\$2995	\$1095	\$1750