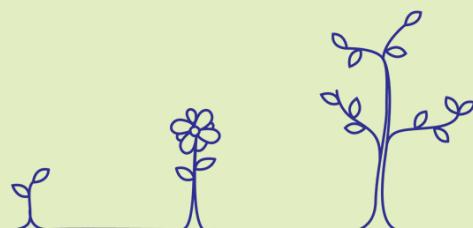


A guide to pricing streaming services

There's no one-size-fits-all way to charge for streaming services. The best way to price streaming depends on your families and business goals. This guide will take you through three popular options to consider.



OPTION 1: INCLUDE STREAMING IN CHAPEL FEES

Make streaming a standard part of every in-chapel service by including it in your chapel fees.

This allows funeral directors to offer streaming as a complimentary service, enhancing the experience without needing to discuss pricing.

- This works especially well for funeral homes on an unlimited plan, with no extra costs regardless of how many services are streamed.
- Ideal for homes focused on driving pre-plan leads through OneRoom, as more streams create more opportunities for success with the pre-planning program.

"From the start we built recording into our memorial and graveside pricing, so we don't charge extra for it. We let families know, 'Would you like us to record and livestream the service? It's included in the package that you selected'

- HOLLEY SOWARDS, ELINAN'S FUNERAL HOME



OPTION 2: INCLUDE STREAMING IN FUNERAL PACKAGES

Bundling live-streaming with funeral packages is a simple and popular approach. Funeral directors find it easier to introduce the service, and families appreciate having everything included upfront without additional decisions.

Burial Pricing

Cremation Pricing

Funeral ceremony with visitation the day before

Our charge for this service includes: transfer of remains to funeral home, embalming, dressing, cosmetizing, basic services and overhead of funeral director and staff, use of facilities for viewing and funeral ceremony or supervision of viewing and funeral ceremony at other facility, **livestreaming of service in our chapel**, hearse to local cemetery, and committal or other disposition service. This charge does not include limousine(s), casket, outer burial container, any merchandise, weekend ceremony fee or cash advance items.



"Since recently moving our live streaming from the GPL to including it in our bundles, we've seen a 140% increase in streams."

**PERRY HASSELBECK, COO,
NEWCOMER FUNERAL
SERVICE GROUP**

OPTION 3: ADD TO GENERAL PRICE LIST

Offering streaming as a separate line item ensures clear pricing and helps cover costs. However, this approach relies heavily on funeral directors consistently introducing the service during arrangement meetings. Without clear expectations or training, families may not be offered the service consistently, leading to lower usage.

In places where expectations are clear and staff are trained, like Speers Funeral Home, this strategy can and does work well:

We charge \$295 for recording as a separate merchandise item. It's affordable, and families really see the value. We present it as another 'given' item, like a reception or flowers—livestreaming just goes hand in hand with planning a service now."

- KELSI PALMER, SPEERS FUNERAL HOME



WHAT PRICE IS RIGHT?

If you're adding streaming as a separate line item, most funeral homes charge between \$125 and \$295 per service.

To choose the right price for your business, consider:

- The families you serve.
- How the price fits with your other services.
- The value streaming adds for families.
- The additional revenue streaming can generate, such as pre-need leads or strengthening your community presence.