

A new mourning: eziFunerals shifts power back to consumers



Sydney, Aug 6, 2020 ([Issuewire.com](https://www.issuewire.com)) - In an industry that has seen little change in the last 100 years, a new digital funeral company has developed an all-inclusive funeral collaboration platform to manage one of life's most stressful events.

eziFunerals Founder, Peter Erceg said it was time to shift the power back to consumers. "Our mission is to empower consumers to manage the financial and emotional stress of organising a funeral, from Cradle2grave®. We want to be recognised as the **'go to funeral brand'** for consumers in Australia", he said.

eziFunerals core solution lies in its ability to simplify and streamline the funeral planning process, from the privacy of your own home. This levels the playing field and puts the consumer back in the pilot's seat.

"Instead of picking a funeral company by guesswork, families will be able to shop around and get the right funeral at the right price, before proceeding to contract. The consumer logs their request online and specifies in detail the options they want in a funeral such as:

- The type and style of funeral service
- Preparation of the body and viewing arrangements

- Burial or cremation
- The specific cemetery or crematorium
- Type of coffin or casket
- Minister or Celebrant
- Memorial book and memorial cards
- Death notices, flowers, mourning vehicles etc, and
- Special features like a poem or piece of music.

“You may want a horse-drawn carriage or maybe a heavy metal band. A direct cremation or a huge traditional Italian funeral with the works; this system allows for (independent) funeral directors to quote with full transparency,” he said.

Mr Erceg said that whilst he originally considered eziFunerals as being open to all funeral directors including ASX listed companies (Invocare and Propel Funeral Partners), he decided that the independents needed a way to get back into the frame.

Since its founding, eziFunerals has transformed the funeral planning industry in many ways and has seen considerable growth in traffic and interest by individuals, consumer groups, funeral homes, aged care and funeral finance providers.

“...If it all goes to plan and InvoCare and Propel Funeral Partner’s profits “flat-line” then maybe there will be some market investors wishing me my own funeral!”

eziFunerals, [www.eziFunerals](http://www.eziFunerals.com.au), operates across all Australian capital cities. Equity opportunities are available.

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eziFunerals - <http://eziFunerals.com.au/>

About eziFunerals

eziFunerals is an online consumer advocate that supports individuals and families cope with end of life decisions, death and funerals. We are an independent, Australian-owned and operated company. We are not part of any other funeral company. eziFunerals supports consumers plan a funeral, compare prices and select the right funeral director anywhere, anytime. Find out more by [visiting our website](http://www.ezifunerals.com.au) www.ezifunerals.com.au



 eziFunerals



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