



## **MEDIA CONTACT**

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**Value Choice Cremation & Funeral Care,  
Maryland's First 100% Online Funeral Planning Solution Launches in Rockville**  
*Locally-owned new entity to respond to customer needs and demands; leveraging technology for  
greater convenience, saving thousands of dollars*

**ROCKVILLE, MD - February XX, 2018** – [Value Choice Cremation & Funeral Care, P.A.](#), operating out of [Sagel Bloomfield Danzansky Goldberg Funeral Care, Inc.](#) in Rockville, Maryland (Value Choice), Maryland's first 100% online funeral planning service, announces its launch. Value Choice Cremation & Funeral Care is owned and operated by Al Bloomfield and Ed Sagel, and is a separate funeral home entity, fully insured, approved by the [Maryland State Board of Morticians and Funeral Directors](#), and regulated by the Federal Trade Commission (FTC).

This new offering was launched in response to rising customer demand for convenience and cost savings, both in the larger market economy and within the funeral and death care industries. Online funeral shopping is a rising trend across the country, with consumers increasingly relying on the Internet as a leading resource for information and comparison shopping. [The National Funeral Directors' Association \(NFDA\)](#) notes that as a result of the increased prevalence of online sources in funeral shopping, the industry has continued to expand business presences on the Internet. Approximately [85% of families begin funeral planning online](#), and the quest to leverage technology to meet customer demands is giving rise to continued expansions that the convenience and cost savings online funeral shopping can deliver.

Value Choice delivers a simple approach to customers, allowing them to 'Select, Sign, and Save' key aspects of their funeral planning process, from funeral arrangements, to completing documents, and processing paperwork all in one centralized, online location. This takes the guesswork, much of the stress, and any risk of hidden costs arising straight out of the equation and allows families to review options and make selections at their own pace, while simultaneously having the most experienced funeral directors and staff managing the entire process.

Value Choice offers a variety of packages and associated pricing levels, to deliver customer families the service, approach and level of involvement they desire. These include:

- Three cremation packages, ranging from \$1,595 to \$3,895;
- Two burial offerings, priced between \$3,595 to \$5,895, with easy-to-compare charts laying out each item and services included; and

- The ability to select caskets and service options.

This pricing provides a stark contrast - and significant cost savings - when compared with other local providers, who can charge up to \$11,895 for similar Value Choice burial packages. Value Choice is unbundling the often-inflated funeral cost structure, allowing families to focus on what they want and need and not be forced to endure costs and additional steps without their knowledge.

Since its launch, Value Choice's 'brick-and-click' model to funeral planning and arrangements has grown dramatically alongside the increased preference for simple cremation and funeral options. Currently, over 50% of Value Choice's traffic to its Cremation Agreement website comes from mobile and/or tablet sources. With this in mind, the new website's page content is clear, dynamic, and responsive in its mobile format. The national cremation rate now exceeds 50%, with Maryland among the top states for cremation preference, between 35-40% according to recent data gathered by the [Cremation Association of North America](#) (CANA) in its 2017 Growth and Demographics Report.

"We are thrilled to announce the launch of Value Choice Cremation & Funeral Care," Ed Sagel, Funeral Director and Co-Owner of Value Choice. "Our goal with this new entity is to continue to move with the times by innovating and giving our client families the transparency in the process they desire. Value Choice offers a simple, less expensive, and more convenient tribute for their family members. We are proud to offer this service with a simpler, consumer friendly website and easy-to-understand packages with no hidden fees. We've been serving the community for more than 100 years with our other funeral brands, and we look forward to continuing to do so with Value Choice going forward. With Value Choice, funeral planning is as simple as 'Select, Sign, and Save.'"

For more information about Value Choice and its offerings, please visit [www.valuechoicecremationandfuneral.com](http://www.valuechoicecremationandfuneral.com).

#### **About Value Choice Cremation & Funeral Care**

Value Choice Creation & Funeral Care, P.A. operating out of [Sagel Bloomfield Danzansky Goldberg Funeral Care, Inc.](#) in Rockville, Maryland (Value Choice) is an independent entity and is Maryland's first 100% online funeral planning solution. Value Choice founded by a pledge to area families to take the guesswork out of funeral planning and deliver easy-to-understand offerings with no hidden fees to make the process convenient, cost-effective, and customized to each family's needs and desires. Value Choice builds on Sagel Bloomfield's reputation across the Washington, DC metropolitan area of top service and consumer-friendly death care practices. For more information about Value Choice, please visit [www.valuechoicecremationandfuneralcare.com](http://www.valuechoicecremationandfuneralcare.com).

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