



To: Funeral & Cemetery Professional Partner
From: Everstory Partners Management
Date: October 7, 2024
Subject: Outside Memorial Fee Update

In response to – and to stay competitive with – memorial pricing strategies of independent and other outside vendors, effective October 7, 2024, we are changing our pricing to include a line item reflecting a Memorial Survey, Layout, Inspection, and Assessment ("MSLIA"). The updated fee structure will include the following:

- Companion/Bench/Private Columbaria - \$1,499
- Single/Boulder/Cremation Memorial - \$899
- Veteran/Baby/Infant/Pet - \$499

By way of background, historically, we have blended administrative, staffing, and other costs into the retail price of a memorial. So, while we may have advertised a single price, this price was a combination of various items:

- (1) The cost of the memorial
- (2) Park services staffing costs related to inspecting, layout, and surveying
- (3) Administrative and servicing costs related to the sale

Our new pricing structure more accurately captures the various elements that make up the price: Installation Fee, Memorial Fee, and a "Memorial Survey, Layout, Inspection Fee." So, while our overall pricing will not change, the sale of a memorial will include a fee.

We look forward to our continued partnership. Please reach out to our cemetery if you have any questions.