

Bay Area Funeral Society  
P.O. Box 264  
Berkeley, CA 94701  
(510) 841-6653  
[info@bafsweb.org](mailto:info@bafsweb.org)  
<http://www.bafsweb.org>

## 2009 Funeral Price Survey

### Who we are:

The Bay Area Funeral Society is a non-profit, non-sectarian organization that provides accurate information about funeral goods and services. Educating consumers about their burial and cremation options, BAFS urges them to make early and informed end-of-life decisions. To make such decisions easier, we've conducted a survey of funeral costs in the Bay Area.

### How the survey was conducted:

Using the directories of funeralnet.com, the National Funeral Directors Association, and the Cremation Association of North America, we identified 72 funeral providers in Alameda, Contra Costa, and San Francisco counties. Next, we mailed and/or called these providers and requested their General Price Lists (GPLs). Lastly, we listed the funeral homes in alphabetical order and entered the prices from their GPLs into an easy-to-read spreadsheet. You will see the phrase "no data" next to the name of providers who did not respond to our request.

### How to interpret the survey:

The Federal Trade Commission requires funeral providers to have a GPL that "itemize[s] the prices for certain goods and services (*Complying with the Funeral Rule*, FTC, June 2004, 9). With the exception of the basic services fee, consumers have the right "to purchase, on an itemized basis, only the goods and services that they want" (4). Organized around the FTC's categories, our survey uses the prices of the mandated items as points of comparison.

In column "K," we've added together the most common services and calculated the price of a "traditional" funeral. However, it is important to remember that you are free to select or reject any of the offerings on the GPL. By exercising your right to pick and choose, you can arrange a dignified funeral while controlling cost.

### How the "BAFS' Rating" was determined:

A GPL with a rating of "high"

- conforms to the Funeral Rule and has no misleading or confusing information.
- or has one relatively minor infraction (for example, requiring sanitary care).

A GPL with a rating of “medium”

- has 1 serious issue (for example, a casket-handling fee or a missing embalming disclosure).
- or has 1-3 problems.

A GPL with a rating of “low”

- has 4 or more problems.

### **Final Words:**

We have tried to make this survey as precise as possible. However, deciphering GPLs can be a challenge because they vary greatly, change without notice, and demonstrate differing levels of FTC compliance. If you discover an error, please contact us and we would be more than happy to correct it. This survey is intended to provide an overview of funeral costs in the Bay Area and is not intended to replace consultations with providers. Always discuss pricing with funeral directors when making burial/cremation plans. BAFS does not guarantee the accuracy of any of the information contained in this document.

Funeral Home	A Special Touch Funeral & Cremation Service 11848 Dublin Blvd Dublin, CA 94568 (925) 875-1343	Albert Brown Mortuary 3476 Piedmont Ave Oakland, CA 94611 (510) 652-1873	Arthur J. Sullivan & Company Funeral Home 2254 Market St San Francisco, CA 94114 (415) 621-4567	Ashley & McMullen Funerals 4200 Geary Blvd San Francisco, CA 94118 (415) 751-8403	Baker-Williams Mortuary 980 8th St Oakland, CA 94607 (510) 836-3436	Bay Area Cremation & Funeral Services, Inc. 4047 1st St, Suite 118 Livermore, CA 94551 (925) 245-1866
Basic Service Fee	995	1695	1700	no data	no data	450
Embalming	495	500	450			795
Other Prep. (dressing, makeup, hairstyling, casketing)	250	325	200			195
Viewing	In a local facility, 350	225	550			Not at Livermore location
Funeral Ceremony	In a local facility, 295	725	500			Funeral service at 3rd party facility, 795
Body Removal	210	295	300			595
Hearse	250	310	300			595
Limo	500		300			
Graveside Service	225	500	300			695
Total Full Service Funeral (Without Casket and Cemetery Costs)	<b>3570</b>	<b>4575</b>	<b>4600</b>			<b>4120</b>
Cheapest Casket	425	995	950			1855
Cheapest Vault						
Immediate Burial (no casket)	<b>1595</b>	<b>2175</b>	<b>2300</b>			1746
Direct Cremation (w/alt.cont.)	<b>1025</b>	<b>1920</b>	<b>2395</b>			1576
Is the crematory fee included?	yes	yes	yes			yes
Memorial Service		725	unclear			Located at third party facility, 595
Forwarding Remains	995	2570	2300			2396
Receiving Remains	995	1790	2300			1351
Sanitary Care	495		150			325
BAFS' Rating	medium	high	high			Low

<b>Notes</b>	Does not include FTC required disclosures about embalming. Charges a casket-handling fee of \$100. The pricing for Direct Cremation is a little confusing. It is unclear if the second listed price of \$1,000 includes the cost of an alternative container or not.					Potentially misleading claims about embalming. Sanitary care appears to be required for the viewing of unembalmed remains. Does not include alternative container disclosure. The container offered by the funeral provider is not described.
--------------	--	--	--	--	--	---

Funeral Home	Bay Area Cremation & Funeral Services, Inc. 857 Second St., Suite 104 Brentwood, CA 94513 (925) 516-2710	Bay Area Cremation & Funeral Services, Inc. 1485 Bayshore Blvd., Suite 331 San Francisco, CA 94124 (415) 508-0823	Berge-Pappas-Smith Mortuary 40842 Fremont Blvd Fremont, CA 94538 (510) 656-1226	Brentwood Funeral Home 839 1st St Brentwood, CA 94513 (925) 634-2171	Bryant Mortuary 635 Fulton St San Francisco, CA 94102 (415) 861-4559	Callaghan Mortuary & Livermore Crematory 3833 East Ave Livermore, CA 94550 (925) 447-2942
<b>Basic Service Fee</b>	450	450	1295	2640	1650	2565
<b>Embalming</b>	795	795	425	895	785	490
<b>Other Prep. (dressing, makeup, hairstyling, casketing)</b>	195	195	250	290	400	295
<b>Viewing</b>	Not at Brentwood location	Not at SF location	445	495	200	350
<b>Funeral Ceremony</b>	Funeral service at 3rd party facility, 795	Funeral service at 3rd party facility, 795	645	695	490	595
<b>Body Removal</b>	595	595	275	595	450	325
<b>Hearse</b>	595	595	295	395	425	325
<b>Limo</b>			295	395	450	325
<b>Graveside Service</b>	695	695	275	695	550	295
<b>Total Full Service Funeral (Without Casket and Cemetery Costs)</b>	<b>4120</b>	<b>4120</b>	<b>4200</b>	<b>7095</b>	<b>5400</b>	<b>5565</b>
<b>Cheapest Casket</b>	1855	1855	450	595	209	995
<b>Cheapest Vault</b>				1295		
<b>Immediate Burial (no casket)</b>	1746	1746	2045	<b>2995</b>	<b>1850</b>	<b>3725</b>
<b>Direct Cremation (w/alt.cont.)</b>	1576	1576	1625	<b>2240</b>	<b>975</b>	<b>2195</b>
<b>Is the crematory fee included?</b>	yes		unclear	no	no	yes
<b>Memorial Service</b>	Located at third party facility, 595	Located at third party facility, 595	645	695	490	595
<b>Forwarding Remains</b>	2396	2396	2595	3095	1850	3680
<b>Receiving Remains</b>	1351	1351	1465	2395	1205	2950
<b>Sanitary Care</b>	325	325	175	100	100	375
<b>BAFS' Rating</b>	low	low	medium	high	medium	low
<b>Notes</b>	Potentially misleading claims about embalming. Sanitary care appears to be required for the viewing of unembalmed remains. Does not include alternative container disclosure. The container offered by the funeral provider is not described.	Potentially misleading claims about embalming. Sanitary care appears to be required for the viewing of unembalmed remains. Does not include alternative container disclosure. The container offered by the funeral provider is not described.	Lists the cost of embalming and use of the preparation room separately. Unclear if the cost of Direct Cremation includes crematory fees.		Under immediate burial, the following FTC-required pricing options are missing: price where the consumer provides the casket; price with a casket provided by the funeral home. Under direct cremation, the following FTC-required pricing options are missing: price where the consumer provides the casket/container; price with an alternative container. Does not include alternative	Sanitary care seems to be required for Immediate Burial. Under immediate burial, the following FTC-required pricing options are missing: price where the consumer provides the casket; price with a casket provided by the funeral home. Under direct cremation, the following FTC-required pricing options are missing: price where the consumer provides the casket/container; price

					container disclosure.	with an alternative container. Does not include alternative container disclosure.
--	--	--	--	--	-----------------------	---

Funeral Home	Chapel of the Chimes 4499 Piedmont Ave Oakland, CA 94611 (510) 654-0123	Chapel Of The Chimes Memorial Park & Funeral Home 32992 Mission Blvd Hayward, CA 94544 (510) 471-3363	Clarence N. Cooper Mortuary 1580 Fruitvale Ave Oakland, CA 94601 (510) 533-4114	College Chapel Mortuary 3434 17th St San Francisco, CA 94110 (415) 824-1313	Colonial Chapel 2626 High St Oakland, CA 94619 (510) 536-5454	Connolly & Taylor Inc 4000 Alhambra Ave Martinez, CA 94553 (925) 228-4700
<b>Basic Service Fee</b>	2550	2550	no data	150	975	1850
<b>Embalming</b>	600	600		485	400	495
<b>Other Prep. (dressing, makeup, hairstyling, casketing)</b>	400	400			200	195
<b>Viewing</b>	300	300			200	395
<b>Funeral Ceremony</b>	725	725		595	390	595
<b>Body Removal</b>	350	350		250	300	395
<b>Hearse</b>	325	325		310	350	350
<b>Limo</b>					300	350
<b>Graveside Service</b>	400	400			100	495
<b>Total Full Service Funeral (Without Casket and Cemetery Costs)</b>	<b>5650</b>	5650		<b>1790</b>	<b>3215</b>	<b>5120</b>
<b>Cheapest Casket</b>	295	295		795	695	795
<b>Cheapest Vault</b>		1045				
<b>Immediate Burial (no casket)</b>	<b>2095</b>	2095		755	1875	1795
<b>Direct Cremation (w/alt.cont.)</b>	<b>2015</b>	2015		755.18	1195	2045
<b>Is the crematory fee included?</b>	yes	yes		yes	yes	no
<b>Memorial Service</b>	725	725			350	595
<b>Forwarding Remains</b>	1750	1750			1795	1800
<b>Receiving Remains</b>	1295	1295		1140	1365	1495
<b>Sanitary Care</b>	220	220				275
<b>BAFS' Rating</b>	high	high		low	medium	medium
<b>Notes</b>	Sanitary care seems to be required for unembalmed remains.	Sanitary care seems to be required for unembalmed remains.		Under immediate burial, the following FTC-required pricing options are missing: price where the consumer provides the casket; price with a casket provided by the funeral home. Under direct cremation, the following FTC-required pricing options are missing: price where the consumer provides the casket/container; price with an alternative container. Does not list prices for forwarding of remains; other preparation of the body; use of facilities for viewing and/or	Does not carry the FTC required beginning, "The goods and services shown below are those we can provide to our customers." If one wants "Direct Cremation with Alternative Cremation," they charge \$100 for a container that, according to their price list, is \$95.	Immediate Burial without a casket costs \$1795. The cheapest casket costs \$794. Yet, the package "Immediate burial with minimum casket" is \$3080. They are either adding \$490 to the price of the casket or this is a casket-handling fee.

				<p>memorial service; use of equipment and staff for graveside service. It may be that they do not list the prices because they do not offer the services. The alternative container disclosure is not complete.</p>		
--	--	--	--	---	--	--

Funeral Home	C.P. Bannon Mortuary 6800 International Blvd Oakland, CA 94621 (510) 632-1011	Dan Scales Funeral Services 107 W 8th St Pittsburg, CA 94565 (925) 439-5922	Deer Creek Funeral Service 11830 Dublin Blvd Dublin, CA 94568 (925) 803-7733	Deer Creek Funeral Service 16190 Foothill Blvd San Leandro, CA 94578 (510) 317-7890	Deer Creek Funeral Service 1200 Mt Diablo Blvd Walnut Creek, CA 94596 (925) 934-9000	Driscoll's Valencia Street Serra Mortuary 1465 Valencia St San Francisco, CA 94110 (415) 970-8801
Basic Service Fee	1750	1995	1025	1025	1025	1295
Embalming	500	595	395	395		425
Other Prep. (dressing, makeup, hairstyling, casketing)	195 and up	370	95	95	95	315
Viewing	250	450	400 at your place of worship	400 at your place of worship	400 at your place of worship	485
Funeral Ceremony	500	550	295 at your place of worship	295 at your place of worship	not offered	550
Body Removal	375	395	360	360	360	315
Hearse	350	395	425	425	425	465
Limo	325	395				445
Graveside Service	195	450	1995	1995	1995	445
Total Full Service Funeral (Without Casket and Cemetery Costs)	4245	5595	4990	4990	3900	4740
Cheapest Casket	450	650	695	695	695	795
Cheapest Vault						
Immediate Burial (no casket)	2225	1245	1995	1995	1995	890
Direct Cremation (w/alt.cont.)	1664.59	650	1350	1350	1350	890
Is the crematory fee included?	yes	no	yes	yes	yes	unclear
Memorial Service	500	550	295	295	295	550
Forwarding Remains	1975	1840	1995	1995	1995	1775
Receiving Remains	1150	1445	1595	1595	1595	1675
Sanitary Care	295		225	225	225	285
BAFS' Rating	Medium	low	medium	medium	medium	medium
Notes	Subtracting the cost of "Immediate Burial with the container provided by the purchaser" (\$2225) from the cost of "Immediate Burial with minimum casket" (\$2875) indicates that they are either adding \$200 to the price of the minimum casket or adding a casket-handling fee. They add \$155.50 to the price of Direct Cremation when the consumer provides his/her own container. Sanitary care seems to be required.	Potentially misleading claims about embalming. Under immediate burial, the following FTC-required pricing options are missing: price where the consumer provides the casket. Under direct cremation, the following FTC-required pricing options are missing: price where the consumer provides the casket/container. Does not include alternative container disclosure.	Does not inform consumer that embalming is not required by law.	Does not inform consumer that embalming is not required by law.	Does not inform consumer that embalming is not required by law.	The presentation of Direct Cremation is confusing. Under direct cremation, the following FTC-required pricing options are missing: price where the consumer provides the casket/container.

Funeral Home	The Duggan Welch Family 3434 17th St San Francisco, CA 94110 (415) 431-4900	Fouche's Hudson Funeral Home 3665 Telegraph Ave Oakland, CA 94609 (510) 654-8558	Fremont Chapel of the Roses 1940 Peralta Blvd Fremont, CA 94536 (510) 797-1900	Fuller Funerals Inc 4647 International Blvd Oakland, CA 94601 (510) 436-3181	Fuller Funerals Inc 3100 Cutting Blvd Richmond, CA 94804 (510) 237-5473	Funerals by Washington 1641 La Salle Ave San Francisco, CA 94124 (415) 648-4585
<b>Basic Service Fee</b>	1895	1590	1550	1950	1950	no data
<b>Embalming</b>	395	500	450	495	495	
<b>Other Prep. (dressing, makeup, hairstyling, casketing)</b>	250	200	200	325	325	
<b>Viewing</b>	395	250	395	200	200	
<b>Funeral Ceremony</b>	395	475	695	295	295	
<b>Body Removal</b>	275	375	200	250	250	
<b>Hearse</b>	310	460	300	195	195	
<b>Limo</b>	310	450	375	300	300	
<b>Graveside Service</b>	250	335	400	270	270	
<b>Total Full Service Funeral (Without Casket and Cemetery Costs)</b>	<b>4475</b>	<b>4635</b>	<b>4565</b>	<b>4280</b>	<b>4280</b>	
<b>Cheapest Casket</b>	795	470	798	795	795	
<b>Cheapest Vault</b>						
<b>Immediate Burial (no casket)</b>	1140	2115	1750	1050	1050	
<b>Direct Cremation (w/alt.cont.)</b>	739	2165	1595	1195	1195	
<b>Is the crematory fee included?</b>	no	unclear	yes	unclear	unclear	
<b>Memorial Service</b>	395	450	695	250	250	
<b>Forwarding Remains</b>	1140	2565	1900	1245	1245	
<b>Receiving Remains</b>	1140	2040	1500	895	895	
<b>Sanitary Care</b>	250	325	200	150	150	
<b>BAFS' Rating</b>	high	high	medium	high	high	
<b>Notes</b>	Under immediate burial, the following FTC-required pricing options are missing: price with a casket provided by the funeral home.	Unclear if crematory fee is included in the cost of Direct Cremation.	Potentially misleading claims about embalming. Under immediate burial, the following FTC-required pricing options are missing: price where the consumer provides the casket; price with a casket provided by the funeral home. Under direct cremation, the following FTC-required pricing options are missing: price where the consumer provides the casket/container.	Unclear if crematory fee is included in the cost of Direct Cremation.	Unclear if crematory fee is included in the cost of Direct Cremation.	

Funeral Home	Guerrero Mortuary Chapel 407 Estudillo Ave San Leandro, CA 94577 (510) 483-5300	Graham-Hitch Mortuary 4167 1st St Pleasanton, CA 94566 (925) 846-5624	Grant Miller-John Cox Mortuary 2850 Telegraph Ave Oakland, CA 94609 (510) 451-6434	Green Street Mortuary 649 Green St San Francisco, CA 94133 (415) 433-5692	Greer Family Mortuary 2694 Blanding Ave Alameda, CA 94501 (510) 865-3755	Grissom's Chapel & Mortuary 267 E Lewelling Blvd San Lorenzo, CA 94580 (510) 278-2800
<b>Basic Service Fee</b>	2295	1350	1895	3588	1795	995
<b>Embalming</b>	995	430	495	998	495	395
<b>Other Prep. (dressing, makeup, hairstyling, casketing)</b>	395	300	225	363	195	175
<b>Viewing</b>	595	225	395	898	395	225
<b>Funeral Ceremony</b>	595	790	695	898	595	395
<b>Body Removal</b>	695	300	350	628	395	175
<b>Hearse</b>	195	325	350	628	375	245
<b>Limo</b>	295		365	335	365	
<b>Graveside Service</b>	595	340	495	898	495	250
<b>Total Full Service Funeral (Without Casket and Cemetery Costs)</b>	<b>6655</b>	<b>4060</b>	<b>5265</b>	<b>9234</b>	<b>5105</b>	<b>2855</b>
<b>Cheapest Casket</b>	795	850	695	595	595	585
<b>Cheapest Vault</b>	895					
<b>Immediate Burial (no casket)</b>	2095	2150	1695	2495	1795	1095
<b>Direct Cremation (w/alt.cont.)</b>	2440	1595	1920	1931	1890	995
<b>Is the crematory fee included?</b>	yes	yes	no	yes	no	yes
<b>Memorial Service</b>	595	790	595	898	595	450
<b>Forwarding Remains</b>	2490	1460	1720	2495	1975	1195
<b>Receiving Remains</b>	1895	1280	1485	1995	1685	1095
<b>Sanitary Care</b>	195	185	350	128	195	150
<b>BAFS' Rating</b>	high	low	high	high	high	medium
<b>Notes</b>		Potentially misleading claims about embalming. Sanitary care appears to be necessary for I.D. viewing. Options for Immediate Burial are listed in a very confusing way. There appears to be a built-in casket-handling fee of \$500.				Potentially misleading claims about the benefits of embalming. Under immediate burial, the following FTC-required pricing options are missing: price where the consumer provides the casket; price with a casket provided by the funeral home. Under direct cremation, the following FTC-required pricing options are missing: price where the consumer provides the casket/container.

Funeral Home	Halsted N Gray-Carew & English Inc 1123 Sutter St San Francisco, CA 94109 (415) 673-3000	Harris Funeral Home 1331 San Pablo Ave Berkeley, CA 94702 (510) 525-1331	Higgins Chapel 1310 A St Antioch, CA 94509 (925) 757-4343	Hogan Sullivan Bianca Chapel of the Sunset 1266 9th Avenue San Francisco, CA 94122 (415) 664-2413	Holy Angels Funeral & Cremation Center 1051 Harder Rd Hayward, CA 94542 (510) 537-6600	Hull's Walnut Creek Chapel 1139 Saranap Ave Walnut Creek, CA 94595 (925) 934-5400
Basic Service Fee	1675	no data	1850	no data	1550	1500
Embalming	500		495		450	500
Other Prep. (dressing, makeup, hairstyling, casketing)	440		195		285	250
Viewing	500		395		280	400
Funeral Ceremony	600		595		450	300
Body Removal	315		395		250	400
Hearse	350		350		225	450
Limo	300		350		325	500
Graveside Service	400		495		350	200
Total Full Service Funeral (Without Casket and Cemetery Costs)	<b>5080</b>		<b>5120</b>		<b>4075</b>	<b>4500</b>
Cheapest Casket	575		1295		495	685
Cheapest Vault						600
Immediate Burial (no casket)	1950		1795		2100	1711
Direct Cremation (w/alt.cont.)	2005		2045		1795	2392.19
Is the crematory fee included?	no		no		yes	yes
Memorial Service	600		595		450	300
Forwarding Remains	3280		1800		1595	2211
Receiving Remains	2340		1495		1095	2961
Sanitary Care	375		195		150	no
BAFS' Rating	high		high		high	high
Notes	Sanitary care appears to be mandatory.					

Funeral Home	Jerry McGuire 640 Polk St Apt 603 San Francisco, CA 94102 (415) 923-0323	Jess C. Spencer Mortuary 21228 Redwood Rd Castro Valley, CA 94546 (510) 581-9133	Lewis & Ribbs Mortuary 6424 3rd St San Francisco, CA 94124 (415) 468-2360	Lima Family Milpitas- Fremont Mortuary 48800 Warm Springs Blvd Fremont, CA 94539 (510) 656-5565	McAvoy O'Hara Co. 4545 Geary Blvd San Francisco, CA 94118 (415) 668-0077	McNary-Morgan- Greene & Jackson Mortuary 3630 Telegraph Ave Oakland, CA 94609 (510) 848-1238
<b>Basic Service Fee</b>	no data	1350	585	2995	880	1595
<b>Embalming</b>		435	600	995	495	675
<b>Other Prep. (dressing, makeup, hairstyling, casketing)</b>		285	310	470	490	375
<b>Viewing</b>		225	275	375	1560	195
<b>Funeral Ceremony</b>		790	385	695	1150	395
<b>Body Removal</b>		300	585	695	385	350
<b>Hearse</b>		325	465	195	485	395
<b>Limo</b>			275	275	275	375
<b>Graveside Service</b>		340	245	695	320	225
<b>Total Full Service Funeral (Without Casket and Cemetery Costs)</b>		<b>4050</b>	<b>3725</b>	<b>7390</b>	<b>5765</b>	<b>4580</b>
<b>Cheapest Casket</b>		680	675	595		795
<b>Cheapest Vault</b>				495		
<b>Immediate Burial (no casket)</b>		2150	1130	2395	1212	Unclear. Possibly 1695
<b>Direct Cremation (w/alt.cont.)</b>		1495	1455	2695	1272	1680
<b>Is the crematory fee included?</b>		yes	no	yes	no	no
<b>Memorial Service</b>		790	385		1250	
<b>Forwarding Remains</b>		1370	1510	2695	1575	1795
<b>Receiving Remains</b>		1100	1225	1995	885	1295
<b>Sanitary Care</b>		185	125	195	290	225
<b>BAFS' Rating</b>		low	low	high	low	medium
<b>Notes</b>		Potentially misleading claims about embalming. Sanitary care appears to be necessary for I.D. viewing. Options for Immediate Burial are listed in a very confusing way. There appears to be a built-in casket-handling fee of \$500.	No date. The cost of embalming does not include the \$125 fee for the preparation room and equipment. I've added this in. They appear to be billing staff and facilities separately for funeral and memorial services. Under immediate burial, the following FTC-required pricing options are missing: price where the consumer provides the casket; price with a casket provided by the funeral home. Under direct cremation, the following FTC-required pricing options are missing:		No date. Suggests that the Basic Service Fee might fluctuate. "When both casket and service are selected, we provide discounted prices for service selections"--this indicates a casket handling fee. Sanitary Care may be built into the cost of Direct Cremation, Immediate Burial. Merges descriptions of Direct Cremation and Immediate Burial which is very confusing. Does not list all FTC required options for these services.	A preparation room fee of \$125 is added to the price of embalming; sanitary care; dressing, casketing, cosmetics, hairdressing. Though the FTC requires it, they do not clearly display the price of immediate burial with the casket provided by the consumer.

			price where the consumer provides the casket/container; price with an alternative container.			
--	--	--	--	--	--	--

Funeral Home	Mission Funeral Home 22297 Mission Blvd Hayward, CA 94541 (510) 881-9192	Moore's Mission Funeral Home 1390 Monument Blvd Concord, CA 94520 (925) 682-1100	Neptune Society Of Northern California 490 Grand Ave Ste 125 Oakland, CA 94610 (510) 451-0887	Neptune Society Of Northern California 2419 Grove Way Castro Valley, CA 94546 (510) 889-7110	Neptune Society Of Northern California 1 Loraine Ct San Francisco, CA 94118 (415) 771-0717	Oakmont Memorial Park & Mortuary 2099 Reliez Valley Rd Lafayette, CA 94549 (925) 935-3311
Basic Service Fee	1295	1495	570	570	570	no data
Embalming	425	525	645	645	645	
Other Prep. (dressing, makeup, hairstyling, casketing)	300	185	175	175	175	
Viewing	450	475	395/ 30 minutes	395/30 minutes	395/30 minutes	
Funeral Ceremony	595	695	695	695	695	
Body Removal	300	400	395	395	395	
Hearse	450	350	295	295	295	
Limo	175	350				
Graveside Service	595	575	795	795	795	
Total Full Service Funeral (Without Casket and Cemetery Costs)	4585	5050	3965	3965	3965	
Cheapest Casket	395	995	498	498	498	
Cheapest Vault						
Immediate Burial (no casket)	2520	2845	1600	1600	1600	
Direct Cremation (w/alt.cont.)	2445	1825	1760	1760	1760	
Is the crematory fee included?	yes	yes	yes	yes	yes	
Memorial Service		695	495	495	495	
Forwarding Remains	1695	2575	2010	2010	2010	
Receiving Remains	1395	2295	1070	1070	1070	
Sanitary Care	150	275	195	195	195	
BAFS' Rating	low	medium	high	high	high	
Notes	The pricing for Immediate Burial and Direct Cremation is extremely confusing. "Immediate Burial with container provided by purchaser" is \$2520, while "Immediate burial with minimum casket" is \$3015. However, \$2520 plus the cost of the cheapest listed casket (\$395) equals \$2915. This means that they are either adding \$100 to the price of the minimum casket or that this is not the minimum casket. The cost of "Direct Cremation with container provided by purchaser" is \$2445,	Sanitary care seems to be required. Does not list the FTC required option of Immediate Burial with minimum casket.				

	<p>while the cost of "Direct Cremation with casket purchased from our funeral home, excluding the cost of casket" is \$2530. This means that they are adding \$85 to the price of whichever casket you choose. Moreover, the price of "Direct Cremation with alternative container" is \$3015. Yet, \$2445 (the cost of "Direct Cremation with container provided by purchaser") plus \$85 (the cost of the cheapest alternative container) is \$2530. They are charging \$400 above the price of the cheapest alternative container.</p>					
--	---	--	--	--	--	--

Funeral Home	Oak Park Hills Chapel 3111 N Main St Walnut Creek, CA 94596 (925) 934-6500	Ouimet Bros Concord Funeral Chapel 4125 Clayton Rd Concord, CA 94521 (925) 682-4242	Pacific Interment Service 1094 Yerba Buena Ave Emeryville, CA 94608 (510) 450-0188	Pacific Interment Service 2100 Folsom St San Francisco, CA 94110 (415) 431-9940	Pittsburg Funeral Chapel Inc 2295 Railroad Ave Pittsburg, CA 94565 (925) 432-2114	Reilly Co Goodwin & Scannell Funeral Dirs. 3434 17th St San Francisco, CA 94110 (415) 648-2233
Basic Service Fee	990	no data	375	375	1000	995
Embalming	595		325	325	500	355
Other Prep. (dressing, makeup, hairstyling, casketing)	195		425	425	125	280
Viewing	420		250	250	400	400
Funeral Ceremony	595				500	325
Body Removal	250		300	300	275	375
Hearse	350		450	450	300	280
Limo	450		425	425	350	285
Graveside Service	300		325	325	350	300
Total Full Service Funeral (Without Casket and Cemetery Costs)	3825		2875	2875	3800	3595
Cheapest Casket	750		325	325	595	795
Cheapest Vault						
Immediate Burial (no casket)			1100	1100	1750	1100
Direct Cremation (w/alt.cont.)			970	970	1790	1039
Is the crematory fee included?	unclear		yes	yes	yes	no
Memorial Service	600		250	250	600	395
Forwarding Remains					2100	1175
Receiving Remains					1750	995
Sanitary Care	225		175	175	no	135
BAFS' Rating	low		medium	medium	high	high
Notes	Sanitary care seems necessary for viewing and is built into dressing, casketing, and cosmetizing fee. For visitation, they seem to be billing facilities and staff separately. I've added the \$100 staff fee to the general cost of visitation. Does not list Direct Cremation, Immediate Burial, Forwarding and Receiving remains.		Under immediate burial, the following FTC-required pricing options are missing: price where the consumer provides the casket; price with a casket provided by the funeral home. It is not clear what "Preparation of remains" means. I'm not sure if it is basic sanitary care or if it includes cosmetics, hair-styling, etc.	Under immediate burial, the following FTC-required pricing options are missing: price where the consumer provides the casket; price with a casket provided by the funeral home. It is not clear what "Preparation of remains" means. I'm not sure if it is basic sanitary care or if it includes cosmetics, hair-styling, etc.	There is a \$100 fee for "Facilities for Embalming and/or Preparation." I've added this to the general cost of embalming,	It is unclear if they require "sanitizing" (\$135) in order to have a family viewing.

Funeral Home	Santos-Robinson Mortuary 160 Estudillo Avenue San Leandro, CA 94577 (510) 483-0123	Sinai Memorial Chapel 3415 Mt Diablo Blvd Lafayette, CA 94549 (925) 962-3636	Sinai Memorial Chapel 1501 Divisadero St San Francisco, CA 94115 (415) 921-3636	Stewarts Rose Manor Funeral Service 3331 MacDonald Ave Richmond, CA 94805 (510) 235-9143	Sunset View Mortuary 101 Colusa Ave El Cerrito, CA 94530 (510) 525-5111	Thompson's Funeral Home 9900 International Blvd Oakland, CA 94603 (510) 568-8628
<b>Basic Service Fee</b>	1500	1975	1975	1400	1400	995
<b>Embalming</b>	500	495	495	500	500	500
<b>Other Prep. (dressing, makeup, hairstyling, casketing)</b>	250	no charge	no charge	400	150	300
<b>Viewing</b>	275	425	425	300	300	300
<b>Funeral Ceremony</b>	300	425	425	600	600	395
<b>Body Removal</b>	300	295	295	300	375	325
<b>Hearse</b>	300	375	375	400	100	495
<b>Limo</b>	300	375	375	400	300	400
<b>Graveside Service</b>	300	225	225	600	150	300
<b>Total Full Service Funeral (Without Casket and Cemetery Costs)</b>	<b>4025</b>	<b>4590</b>	<b>4590</b>	<b>4900</b>	<b>3875</b>	<b>4010</b>
<b>Cheapest Casket</b>	375	950	950	1300	600	895
<b>Cheapest Vault</b>					750	
<b>Immediate Burial (no casket)</b>	2100	1865	1865	unclear	2136	1200
<b>Direct Cremation (w/alt.cont.)</b>	1865	1750	1750	1700	1965.13	1260
<b>Is the crematory fee included?</b>	no	no	no	yes	yes	no
<b>Memorial Service</b>	Unclear. Possibly 250	425	425	600	600	395
<b>Forwarding Remains</b>	1800	1500	1500	2200	2811	1820
<b>Receiving Remains</b>	1500	1850	1850	2150	1786	995
<b>Sanitary Care</b>	300	125	125		175	200
<b>BAFS' Rating</b>	high	medium	medium	medium	high	high
<b>Notes</b>		Sanitary care seems to be required for a private viewing. Under immediate burial, the following FTC-required pricing options are missing: price where the consumer provides the casket; price with a casket provided by the funeral home.	Sanitary care seems to be required for a private viewing. Under immediate burial, the following FTC-required pricing options are missing: price where the consumer provides the casket; price with a casket provided by the funeral home.	Under immediate burial, the following FTC-required pricing options are missing: price where the consumer provides the casket. Under direct cremation, the following FTC-required pricing options are missing: price where the consumer provides the casket/container.		Does not list the cost of memorial and funeral services separately.

Funeral Home	Tradition Care Funeral Services 1205 A St Antioch, CA 94509 (925) 755-2911	TraditionCare Funeral Services 2246 Morello Ave Pleasant Hill, CA 94523 (925) 827-2911	Valente, Marini, Perata & Co 4840 Mission St San Francisco, CA 94112 (415) 333-0161	Whitted-Williams Funeral Home 5500 Foothill Blvd Oakland, CA 94605 (510) 261-1105	Wilson & Kratzer Mortuaries 455 24th St Richmond, CA 94804 (510) 232-4383	Wilson & Kratzer Mortuaries 13644 San Pablo Ave San Pablo, CA 94806 (510) 232-6552
<b>Basic Service Fee</b>	no data	no data	1600	no data	1895	1895
<b>Embalming</b>			600		550	550
<b>Other Prep. (dressing, makeup, hairstyling, casketing)</b>			320		275	275
<b>Viewing</b>			525		425	425
<b>Funeral Ceremony</b>			475		650	650
<b>Body Removal</b>			325		495	495
<b>Hearse</b>			375		395	395
<b>Limo</b>			295		395	395
<b>Graveside Service</b>			675		495	495
<b>Total Full Service Funeral (Without Casket and Cemetery Costs)</b>			<b>5190</b>		<b>5575</b>	<b>5575</b>
<b>Cheapest Casket</b>			995		695	695
<b>Cheapest Vault</b>						
<b>Immediate Burial (no casket)</b>			1300		2785	2785
<b>Direct Cremation (w/alt.cont.)</b>			1385		2195	2195
<b>Is the crematory fee included?</b>			no		yes	yes
<b>Memorial Service</b>			475		650	650
<b>Forwarding Remains</b>			1175		2995	2995
<b>Receiving Remains</b>			1175		2195	2195
<b>Sanitary Care</b>			200		350	350
<b>BAFS' Rating</b>			high		high	high
<b>Notes</b>						