

Take time out, find your balance

- Over 280 branches across England, Scotland, Wales and Northern Ireland
- Over 140 unique family businesses
- Over 10,000 years of heritage and experience



Deciding to sell your business can be one of the hardest decisions you will make as a business owner. Whether your motivation is to embrace a new challenge, capitalise on business growth, or spend more time with your family, we're here to listen and help you make the right decision for you.

Time is a unique resource. We can spend it, but unlike anything else, we can never earn more.

As a business owner, you have dedicated so much of your time to your business, the families you serve, and the communities you support. We often hear that owners either don't go on holiday or can't switch off when they do. However, we think you deserve to take time out to do the things you love, with the people you love.

When selling your business, we will look to understand your priorities and agree a plan that is tailored to your commitments. This will allow you to focus on the things you love and will help with succession planning (whether long or short-term), giving you the ability to step away when the time is right.

Funeral Partners represents an opportunity for you to rebalance your time and take that first important step in resetting your work-life balance.



“Funeral Partners invest in family businesses, protecting their heritage and retaining their local identity. As a former Funeral Director myself, I fully understand the importance of protecting your brand’s hard-earned reputation and continuing to provide the highest levels of customer and community service.”

Sam Kershaw, Chief Executive Officer

Your reputation is our reputation

Our name is recognised in the profession for integrity and honesty. We have welcomed over 140 family businesses to our group, conducting over 28,000 funerals each year across our 280 branches. Operating in England, Scotland, Northern Ireland and Wales. We pride ourselves on the longstanding relationships we keep with former owners and the fact that many choose to stay with us long after selling their family business.

The value, quality and truth of what we say must be judged based on direct experience with it.

Here we talk to three former owners to understand their route to partnership, and experiences before, during and after joining Funeral Partners.

Read on to find out more from Alistair Cox, Michael and Michelle Rushton and Anthony O'Hara.



How can Funeral Partners help?

As part of Funeral Partners, you and your team would have access to our central and regional support functions. Each of these teams is full of specialists, ready to help your business grow to the next level. As part of Funeral Partners, you would have full access to a portfolio of professionals. Plus, you would be part of a large network of Funeral Directors where we share experience and best practice, without the fear of changing what makes your business unique.

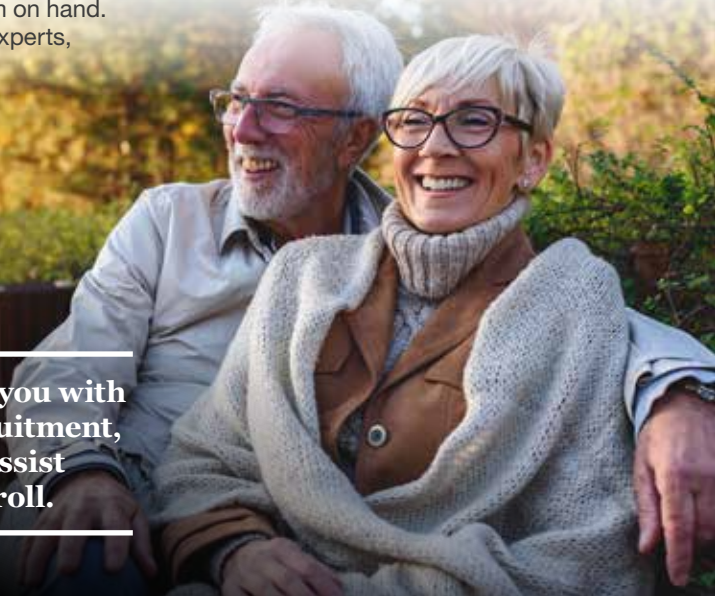
Our central support functions cover areas such as HR, finance, marketing, and compliance and each of these teams will be on hand to support you in the day-to-day running of the business. Our HR team will help you with any staff issues or recruitment, our finance team will assist with invoicing and payroll, our marketing team can develop marketing strategies and advertising campaigns, and our compliance team will allow you to stay on top of the ever-changing regulatory landscape.

In addition to our central functions, you will have a regional support team on hand. Our regional teams are funeral experts,

with countless years running and operating funeral businesses. Each new business that joins us brings a whole new client experience, and it is the responsibility of our regional teams to ensure clients remain unaware of any change. Where possible, we will look to utilise our established local resources to lift the burden of the on-call rota, provide extra vehicles when requested, and share personnel when the need arises.

If you choose to join Funeral Partners, we can help you remove the stress of owning a business and give you back your valuable time to spend however you wish, be that picking up your grandchildren from school, being more active in the community, focussing on conducting funerals, or simply going on holiday. Please get in touch with us using the contact details enclosed if you'd like to hear more or visit our website on www.corporate.funeralpartners.co.uk/partners-stories/ to read the experiences of some of our partners and get in touch.

Our HR team will help you with any staff issues or recruitment, our finance team will assist with invoicing and payroll.



Howard Chadwick Funeral Service

www.chadwicksfuneralservice.com

For more than three decades, Howard Chadwick Funeral Service has been at the heart of its community.

It was founded by Howard and Sandra Chadwick alongside their nephew, Alistair Cox. The business has remained a true family affair, with multiple generations dedicating themselves to providing compassionate care.

At the time of joining Funeral Partners in 2024, three generations of the Cox family were actively involved in running the business.

While Howard and Sandra have stepped back to retire from the business, Alistair remains integral to its running, assisted and supported by the dedicated central team at Funeral Partners.

Talking of his experience with Funeral Partners, he said: “The first few weeks were a challenge, as my team and I had to get used to a new way of working after 34 years of being independent.

“But now, I am fully in the swing of things and really enjoying my work. I can see that all the changes are for the better, and the team appreciates the added structure.

“Not only am I enjoying work, I am loving life.

“I still work and treat the business as if I still own it, and Funeral Partners have always embraced my ethos and supported me.”



Business Principal Alistair (on the far right), alongside both his dad Neil and his son Thomas

“So many people have come up to me and said how the team seem so content and happy in their work.”

As part of the transaction, Funeral Partners agreed to a long-term lease on Howard Chadwick’s premises near Wallingford in Oxfordshire, securing the legacy and providing them with a future rental income.



Alistair said the reaction from local people had been hugely positive.

“We are incredibly community-focussed as a business and we always know at least one or two people attending when we are conducting funerals.

“So many people have come up to me and said how the team seem so content and happy in their work.

“Personally, I have still put in a lot of hours in the year following the acquisitions because I wanted it to be a success, and the business to be a success.

“No pressure has been put on me, and I certainly could have taken things a bit easier. I do intend to take more time for myself, but only when it is right for the business.”

“Not only am I enjoying work, I am loving life.

“I still work and treat the business as if I still own it, and Funeral Partners have always embraced my ethos and supported me.”

M Rushton

Funeral Directors

www.rushtonfuneraldirectors.co.uk

One of the newest family businesses to join Funeral Partners say the joining process exceeded their expectations.

Founded by husband-and-wife Michael and Michelle in 2016, M. Rushton Funeral Directors, based in Southport, joined Funeral Partners last year.

Michael has spent close to four decades in the industry, making him the most experienced Funeral Director in Southport, while Michelle has more than 15 years' experience working in the funeral and bereavement sector. Together they have helped thousands of people.

They said their decision to become part of Funeral Partners was driven by their desire to spend more time focussing on their two youngest children who have special needs and to improve their work life balance.

Michelle said: ***"We have been extremely busy since acquisition, much busier than we anticipated, however I am able to do far less hours now, and Michael is beginning to scale back slightly, too.***

"We've been given an extra hearse, and renovations to our funeral home have just started. We also have new team members working with us to complement our existing team.

"There have been changes, like a completely new computer system and additional paperwork, but we have had lots of support in other areas such as compliance, operational efficiencies, administration and marketing.

"We are still very happy with our decision."

"There have been changes, like a completely new computer system and additional paperwork, but we have had lots of support in other areas such as compliance, operational efficiencies, administration and marketing."

Michael said: ***"Frankly, when we joined Funeral Partners they exceeded all our expectations – everything that was talked about when we were discussing the acquisition came to fruition.***

"I felt the weight lift off my shoulders straight away.

"I'm genuinely excited about the future of the business and proud that we will continue to be part of it.

"I can give my entire focus to client and families who are in need which is exactly what I have always wanted to do.

"Regulation and compliance have become a big part of my role over the last few years, but now I've got people to support me, I can focus more on the families we care for and get to spend more time with my children."



The
RUSHTON
Family

Serving the *Bereaved*
with *Dignity & Respect*
Since 1988

Left to right
Michael Rushton and Michelle Rushton
with Sam Kershaw Funeral Partners CEO

Nicholas O'Hara Funeral Directors

www.oharafunerals.co.uk

Less than a year after joining Funeral Partners, a family business is on the verge of opening a new funeral home to help more people give their loved ones the ideal goodbye.

Nicholas O'Hara Funeral Directors is about to open a new branch in Ferndown to complement their five other funeral homes across Dorset.

Funeral Director Jon Austin is from Ferndown and is looking forward to working closely with the community in the town.

He said: ***"It's a privilege to be bringing our exceptional levels of service to somewhere I know very well.***

"It is an exciting time for us to be opening in Ferndown, and I am looking forward to providing another option for local families.

"I grew up in Ferndown, went to school there and played sports in the area so I know the people and what matters to them.

"I hope we will be able to help lots of people in what is obviously a difficult time for them."

Nicholas O'Hara Funeral Directors joined Funeral Partners in 2024, almost exactly 50 years after Nicholas himself first founded the business.

He retired at the time of the acquisition to spend more time with his wife Jackie.

Their children, Anthony and Natalie O'Hara, are continuing the day-to-day running of the business and prospering with Funeral Partners but needed an acquisition partner because their own children had different career ambitions.

"It is an exciting time for us to be opening in Ferndown, and I am looking forward to providing another option for local families."

Anthony said he was delighted to be expanding so soon after joining the country's third largest funeral business.



Sam Kershaw CEO, Natalie O'Hara, Anthony O'Hara



The Nicholas O'Hara silver Jaguar Pilato Fleet

***“My father was passionate about growing O’Hara’s and we are proud to have opened five branches when we were an independent,”** he said.*

“Joining Funeral Partners has not ended the growth of our business, in fact, it has helped reinvigorate it.

“I am certain that the people of Ferndown will value the standard of care we offer, and it will be a pleasure to become an integral part of the community there.

“Our Funeral Directors are there to support families from the very first call to beyond the day of the service, the standards of care our business was built on, and what the communities we serve can expect.”

“Joining Funeral Partners has not ended the growth of our business, in fact, it has helped reinvigorate it.

Some frequently asked questions, answered

What is your approach to property?

If you own the freehold, either we can purchase this with the business or you can retain it and we will rent it from you on a long-term lease. If you do not own the freehold, we will either enter into a new long-term lease with the landlord or take over the existing lease.

How will my business change post-acquisition?

As part of the due diligence process, we will work collaboratively with you to develop a tailored integration plan. Whilst there will be some changes, we will work closely with you to help ensure we preserve what makes your business great, including keeping the name above the door and protecting the heritage and tradition of the business.

I have younger family members in the business. What will happen to them?

Having existing family within the business is important to us for continuity of service and reputation. With the support of the Funeral Partners network, younger family members can prosper and one day manage the business, continuing its success thus far. Being part of the Funeral Partners network also allows family members to explore training and other roles across the wider organisation; whether this is a management position or a move into a head office function such as moving into support function, the opportunities are plentiful.

What will happen to my employees?

Safeguarding the interests of employees is central to our acquisition approach. Employees won't be worse off and we will protect their current terms and conditions.

We will provide all employees with training and development opportunities that will allow them to thrive under Funeral Partners ownership.

Will a new manager be drafted in to control the business?

No – through the acquisition process, we will work with you to understand the needs of the business and how best to support these. You will have the continued support of our regional team and head office functions. Additional local resources and support can be provided, but this will depend on the situation.

Safeguarding staff

We recognise how important your employees are to the continued success of the business and that for a lot of owners, employees are family members and close personal friends.

When you're ready to tell your staff, we will be on hand to support you; we find doing this pre-completion works best. We want to reassure staff that their jobs are safe, have the opportunity to meet some of us and provide them with the necessary information and support.

A Questions and Answers booklet will be provided to staff containing a comprehensive suite of information, answering key questions and documenting what staff can expect over the coming weeks.

Your Heritage and Reputation are important to us.

As Funeral Directors ourselves, we really do understand just how important your reputation is. Working with us means that your community will continue to be served in the same way that you have previously served as an independent family-run business. We wouldn't want it any other way.

Creating a deal that is tailored to your needs

We offer a great range of flexibility in our negotiations because we want to ensure that our prospective funeral homes have a deal that is tailored to them. This isn't merely on a business level with the numbers and legal structure that any deal will involve, but also on an emotional level where the future of the owners, their employees, brands and

reputation within the local community are central to the deal.

It sounds simple, but 'we do what we say'. Not just following the wording of the agreement with a new funeral home, but sticking to the spirit of the agreement. That's just the start of establishing the concept of 'Your reputation is our reputation'.



Choice Funeral Plans from Funeral Partners



When a Funeral Director chooses to join Funeral Partners, they will receive training and support from our dedicated pre need team, so once the required approvals are in place they will feel confident and ready to offer our Choice Funeral Plans to their customers.

We have three different funeral plans: Unattended Cremation Plan, Essentials Plan and Plus Plan. We listened to our customers and saw the rise in demand for Unattended Cremations so created a plan which is inclusive of the cremation fee, to both meet the needs of our families and to enable us

to compete against the larger Unattended Cremation Plan operators in the market.

For customers, purchasing a Funeral Plan from us means they will have the benefit of our exceptional level of service. They will be safe in the knowledge that their funeral will be conducted by a Funeral Director local to them or their loved one, by people they know and trust. Our plans are sold by you, Funeral Directors.

A funeral plan from Choice allows the customer to pay for the cost of the Funeral Directors Services and contribute as much or as little as they want towards the third party fees and additional products and services, with the option to pay in full, or

spread the cost of the funeral plan over 1-10 years (term will depend on the age of the individual to be covered by the plan).

Securing future business is vital for the success of any Funeral Director and this is something that we can support you with. As a Funeral Partner you'll benefit from the support of a centralised marketing team which invests in marketing Choice Funeral Plans on behalf of each funeral home. This includes but is not limited to:

- In branch point of sale
- Regular discount promotions
- Pay Per Click (Google AdWords)
- Social media
- Local press advertising
- Digital advertising
- Postcode targeted leaflet campaigns
- TV and radio advertising
- Dedicated information page on your brand website where plans can also be bought online through the Choice Website choiceplan.co.uk

All plan administration is done by our in-house team at the Choice office in Torquay which is essential for smooth operations, compliance, and customer service.

As all funeral plans are regulated by the Financial Conduct Authority, there is a process that needs to be followed to allow plans to be sold. All our front of house branch teams go through an initial training programme to become an authorised seller and are then supported with ongoing training through a network of local Choice coaches who ensure our teams are confident to discuss the Choice Funeral Plans with clients whilst remaining compliant. We benefit from having an in house compliance and training team to ensure that our teams are kept up to date with changes in the regulatory landscape and are fully supported.

We give you the tools you need to succeed.

For more information on our plans visit www.choiceplans.co.uk

A life well remembered lives on

★ Trustpilot



choice^v
from Funeral Partners

Terms, conditions, exclusions & limitations apply to all Choice Funeral Plans and can be found on the website.

Choice Funeral Plans are provided by Alternative Planning Company Limited (APCL). Funeral Partners Limited is an appointed representative of APCL. APCL is authorised and regulated by the Financial Conduct Authority with firm reference number 965282. APCL and Funeral Partners are part of the Funeral Partners Group. The registered office of both Funeral Partners and APCL is Cumberland Court, 80 Mount Street, Nottingham, Nottinghamshire NG1 6HH.

Route to partnership

Ten Steps to joining Funeral Partners

1. Getting to know each other

Over the years we've helped many independent funeral directors, some of whom have faced all sorts of situations and dilemmas, with the concept and subsequent realisation of selling their business. If both parties understand the background, the business, the values and the motives of the other, there is a better chance of a positive outcome. This often starts as a blank sheet of paper to try to distil the key requirements and understand which of these areas can be addressed via an appropriate structure.

2. Exchange confidentiality agreement

We guarantee that all information we receive is secure and confidential and that at the end of the period of confidential discussions, if the transaction does not proceed, it will be returned or destroyed. We ask that you make the same commitment to us.

3. Preliminary information request

Placing a value on your business, reviewing financial information and gathering further

information are the vital steps we'll take moving our discussions forward.

4. Valuation

We'll always offer our best price and stick to it, unless some material issues are uncovered during the due diligence process. We never 'price chip' and see the transaction negotiations as an integral part of establishing our ongoing relationship with you.

5. Formal offer

Our deal structures are all cash and typically will be paid in the majority at completion, with an element of deferred consideration based on the continued support of the vendors post-completion. However, given the wide range of requirements from vendors, we have flexibility in this approach.

If our proposals are acceptable to you then we aim to progress quickly into the transaction process, starting with the 'Heads of Terms'.

6. Heads of terms

This is a key document that will ensure everyone involved has a clear understanding of what has been agreed. Spending time on



this process at this stage is very worthwhile so that any issues are highlighted at the beginning of the transaction.

In addition, the 'Heads of Terms' provides an exclusivity period for the necessary due diligence and legal work to be completed. Our acquisitions team will be on hand to support you through the process and you will have a personal contact at every stage of these negotiations.

7. Exclusivity process

Exclusivity periods for our conversations, due process, due diligence, setting timescales and delivering on our promises are all part of the exclusivity process.

8. Completion

Consistency and heritage

It is always our policy to encourage sellers to remain working within the business after completion in whatever capacity suits our mutual requirements, be it as a Business Principal, Consultant or Funeral Director.

We would also actively encourage valued members of your team to continue to be part of the future with Funeral Partners.

Completion meeting

Once the legal process is complete the formal signing will take place, often with documentation being electronically exchanged. The money changes hands and a new chapter for your funeral home begins.

9. Post-completion

This will ensure that the changes that are made are well thought out and introduced at a sensible pace, reducing the likelihood of any surprises. Changes mainly relate to systems, processes, administration and suppliers but will also include governance and legislative requirements.

Positive change

The first (and usually most welcome) change that happens on 'Day One' is the introduction of our own accounting and administration systems into the business. We guarantee that this is not a painful process – we do not have to install software or go through extensive training programmes. Our systems are modern, intuitive and internet-based. All we need is a computer, a browser, a broadband line and a few hours of familiarisation with your administration team.

Other functional disciplines can also be on hand to support the business, both in the transition period and thereafter for areas such as HR, IT, Finance and Compliance.

10. Future planning

We will discuss with you and your employees the timing of any changes we might recommend, but these will always be carefully planned and in full consultation with you.



“From our homes in Devon to the heart of Scotland, Northern Ireland and everywhere in between, the Funeral Partners tulip should be taken as a sign of quality, and a symbol that you can have confidence in the service you will be provided.”

Sam Kershaw
Chief Executive Officer

Securing the future of your business

We know that deciding to sell a well-loved business is a momentous decision and we appreciate that you'll want all the available options explained to you in full.

Even if a sale is not a consideration for you now, it's never too early to have an initial chat and understand your options and why now may be a great time to explore them.

For an informal, confidential conversation call:

**Find out more about us at
funeralpartners.co.uk/story**



**Free online
valuation tool**

Scan me

funeralpartners.co.uk/value



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