

Future-Proofing Funeral Homes Through Consumer Education & Long Term Trust

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Preparing Today to Serve Families Tomorrow

The firms growing strongest in 2026 are those investing not only in operations, but in the long-term relationships they build with families.

Future-proofing your firm begins with consumer education and communication. Families are seeking guidance earlier in their planning process. When firms communicate clearly about the options, flexibility – and cost – that comes with pre-planning, you're helping families make confident decisions while strengthening the stability of your business.

The data backs this up too:

- Foresight's 2025 Funeral and Cemetery Consumer Behavior Study of more than 5,000 consumers finds that nearly a third of consumers say pricing transparency is critical to building trust with a provider.
- This same study shows that fewer than four in ten consumers feel they actually received the guidance from a funeral home needed to make informed decisions.

By offering families the education and confidence in future planning they're looking for, firms will continue to thrive and remain competitive.

Thank you for trusting our team,



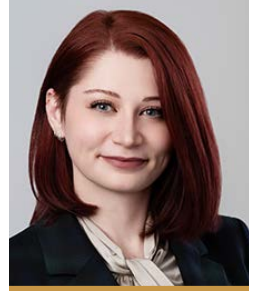
Jack Hirsch
President, Funeral Services, Inc.



■ REGULATORY/INDUSTRY

AI in Funeral Service: Legal FAQs for Operators

By Lauren R. Pettine, Senior Associate, WRW Legal



Artificial intelligence tools are becoming more common in everyday business operations, but their use also raises important legal and compliance considerations for funeral homes. Recently, during a panel at the CANA Cremation Symposium, Lauren R. Pettine, the senior associate at WRW Legal, created an FAQ to help those within the funeral profession better understand how artificial intelligence works and its compliance implications.

The FAQ explores several key considerations for funeral professionals, including liability for companies using AI tools, the accuracy of AI-generated information, compliance with consumer data privacy or intellectual property laws and FTC compliance guidance regarding AI. It also outlines practical best practices for responsible AI use

[Click Here | Read the FAQs](#)

“Future-proofing your firm begins with consumer education and communication. Families are seeking guidance earlier in their planning process.”

■ FEATURED NEWS

The Hidden Curriculum of Trusts and Records

Funeral service programs prepare students to care for families, but much of the behind-the-scenes work that keeps firms running smoothly is often overlooked. In this article, Jack Hirsch explores the importance of trust administration, recordkeeping and documentation, showing how these skills protect families, support compliance and help funeral homes remain financially stable over time.

These fundamentals don't always get the spotlight, but they play a critical role in long-term stability, compliance and consumer trust.

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