

Questions asked ... *about our Role*

This leaflet provides a basic overview of the various roles
we perform as a Funeral Director



THE SEARSON FAMILY
FUNERAL SERVICE

*"We don't just arrange funerals, we create
meaningful days"*

www.thesearsonfamily.co.uk

0800 022 3309

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ABOUT OUR ROLE:

As family funeral directors, our combined experience, sensitivity, and training enable us to manage every aspect of the funeral, from the smallest details to the largest. We understand all too well that attention to detail can make a difference. Our philosophy of going the extra mile will make the difference between having just a funeral and creating a memorable, positive experience. We only get one chance to get things right, and as a team, we focus on that goal to make a meaningful moment.

We have a diverse range of personalities, skills, and experience. We are all familiar with the essentials of being a Funeral Director, but each family member is key to delivering the overall experience. What we do is not about one person, and working together as a family, we all strive to achieve that common goal. In defining our 'Role', we have five areas of responsibility:

CUSTODIAN:

Being Custodian of the deceased is our fundamental role; it's at the heart of everything we do. Keeping your loved one safe, comfortable and at all times, retaining their dignity is uncompromising. We provide this role through dedicated facilities with trained, experienced, and qualified staff who are committed to fulfilling their roles with a sense of duty and pride. It's not just a job; it's a calling. You don't perform this role; you deliver it consistently, to every deceased, every time, without fail, with passion and determination. We uphold and adhere to strict policies and procedures, we continue to financially invest in this sphere of our duties, and leave no stone unturned in our unwavering pursuit of excellence.

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CONTRACTOR:

As a Contractor, we take full responsibility for ensuring that the funeral is carried out according to your wishes. We determine the practical and logistical elements and source these to provide a seamless funeral experience. Our ability to arrange a wide range of goods and services, working with suppliers, manufacturers, and other contractors, means that whatever you want, we can provide, with few limitations to achieving your every wish.

Being a Contractor also means we are under Contract, which means we are not just committed, but legally bound to deliver a service that meets your expectations. We are not just acting as a source of supply; we're legally obligated. This ensures that you can have complete confidence in our ability to meet your needs, even in the most challenging times.

AGENT:

Being an Agent means we can act on your behalf. Contrary to the common misconception, it isn't the Funeral Director who is making funeral arrangements; it's you, our client. We act on your behalf for convenience, but you retain complete control. We make all those telephone calls and assist with completing documents and application forms, but the decisions are always yours. We book the Crematorium, Cemetery, Clergy, Newspaper Notices, Flowers, Vehicle, Staff, etc. We act as a middleman between you and the various authorities responsible for aspects of the funeral. This is your funeral, not ours; we are just here to take the strain and manage the pressure, ensuring everything is thought through, considered and acted upon... including all those complex legalities.

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TECHNICAL ADVISER:

As Technical Advisors, our role is defined by our experience, skills, qualifications, and, most importantly, our reliability. We bring a wealth of knowledge and understanding of the countless intricacies of arranging a funeral. With such a diverse skill set within our family team, we offer a multi-layered source of information, knowledge, and understanding.

Our reliability means that if you have a question, we have the answer. And if one Funeral Director is unable to provide it, another one can. This is the advantage of our family team: we support each other and, in turn, help you as a family, providing a sense of security and trust.

MASTER OF CEREMONIES:

The Master of Ceremonies, a figure we often associate with the day of the funeral, is the Funeral Director leading the Hearse, managing and guiding everything and everyone with composed, confident authority. For most guests, this is our role: the formality of the ceremony, the visual representation. Despite the trend towards less formality and more celebration, there are enduring traditional elements that are crucial, and the Master of Ceremonies plays a significant role in this.

The big black cars of yesteryear, the cortege, the attire, the reverence to the occasion, for many, these elements still hold significant and necessary roles. Funerals have become much more relaxed, but there is still room to balance contemporary with formality. Ultimately, you decide how the funeral will be, but our staff are here to ensure a sense of dignity and respect is maintained, regardless of the funeral's style.