



# Funeral Directors *and Flowers* Report

Results and insights from a survey of nearly 200 members of the National Funeral Directors Association!

**A must-read for all floral industry members to increase sympathy sales.**

Comprehensive report includes:

- \* Top 10 key insights
- \* Funeral rituals and flowers
- \* Floral retailers – funeral directors relationships
- \* Floral memorials versus donations
- \* Actionable checklist and downloadable resources
- \* Much more!



**68%**

of funeral directors surveyed are unaware of any studies showing the benefits of flowers at service.

**89%**

of those surveyed think the cards attached to flowers need improvement.

Create an account and download the free report at [FloralMarketingResearchFund.org](http://FloralMarketingResearchFund.org)