

# A funeral plan – tailor-made for you, the Independent Way Plus

- Specify your wishes with a trusted, local independent funeral director
- Plans are tailor-made to suit your needs
- Protect your family from the worry of funeral costs
- A simple, practical way to protect against rising funeral prices
- Fix the cost of the funeral director's services included in your plan at today's prices
- Personal service when it matters most
- A choice of flexible payment options
- Plus – the option to add a Will to your plan



W. J. Farrier & Son Ltd

To find out more about our range of tailor-made funeral plans:

- ☎ 01303 245500
- ✉ Return the coupon inside
- 💻 [wjfarrierandson.co.uk](http://wjfarrierandson.co.uk)
- 🏠 Visit your local office

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In association with

Golden Charter  
Smart Planning for Later Life



GC-LIFT 16995

Funeral Plans from



W. J. Farrier & Son Ltd

Independent Family Funeral Directors



Fix the cost of your funeral director's services

WITH A TAILORMADE FUNERAL PLAN FROM



See inside for details.

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Smart Planning for Later Life

FUNERAL PLANS FROM



W. J. Farrier & Son Ltd

# The most thoughtful decision you can make

For many people, the most reassuring thing about a funeral plan is knowing that your loved ones won't have to make complicated and difficult arrangements at a stressful time. It's a chance to avoid the rising cost of funerals and get peace of mind for you and the ones you care about.

### Plan ahead with a trusted, local funeral director

When you're thinking about something as important as your funeral arrangements, it makes sense to talk directly to the experts.

As an independent funeral director in your area, we can help you specify your wishes, organise the services and take care of the costs

in advance, with an Independent Way Plus Funeral Plan. It's a simple, thoughtful way to plan ahead.

You can also choose to include a Will with your plan, to make sure all of your final wishes are known.

### A sound financial decision

As well as saving your family from the worry of covering funeral costs, paying in advance is a practical way to protect against rising funeral prices – helping to save you money.

With an Independent Way Plus Funeral Plan, you lock the cost of our funeral director's services included in your plan at today's prices. However much these costs increase in the future, your family will have nothing more to pay – guaranteed.

“ We guarantee there will be nothing more to pay for our services included in your plan – no matter how much funeral prices rise in the future.”



# Protection from the rising cost of funerals

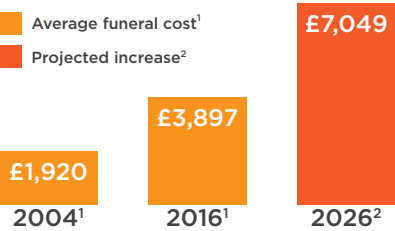
### The funeral plan guarantee

Back in 2004, an average funeral cost around £1,920. Today, it's £3,897. That's an increase of 103%, which is well above inflation<sup>1</sup>.

Unlike many over 50's policies, which pay out a fixed sum, the Independent Way Plus Funeral Plan offers protection against these rising prices by guaranteeing to fund the full cost of the funeral director's services included within your plan at the time they are required.

<sup>1</sup>SunLife Cost of Dying Report 2016.  
<sup>2</sup>Projection by Golden Charter based on SunLife Cost of Dying research.

### Why you need to beat increasing funeral costs



# Your family in the best of hands, that's a promise



### A plan that's tailored to your needs

Over the years, we've learned that just as no two people are the same, no two funerals are either.

We'll take the time to understand your needs, and tailor a plan to suit you exactly. Then, when the time comes, you can rely on us to carry out your wishes to the letter and for your family to receive truly personal service and support.

### A trusted partnership

Our plans are provided by Golden Charter – the UK's largest funeral plan provider. Over half a million people have trusted them with their funeral arrangements and, because they only represent independent funeral directors like us, you can be sure you're in the hands of a trusted, local expert.

This could be why more people choose Golden Charter for their funeral plan arrangements than the Co-op<sup>3</sup>.

<sup>3</sup>Funeral Planning Authority statistics 2016, Co-op annual report 2016, Golden Charter annual report 2015/16.

# Act now for one thing less to worry about



### Request your free information pack today:

- 01303 245500
- Return the coupon below
- Call into our local office

Quote ref WJF177

Golden Charter is the UK's largest funeral plan provider and we're proud to offer their Independent Way Funeral Plans to our families.

Golden Charter  
Smart Planning for Later Life

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### YES PLEASE SEND ME MY FUNERAL PLAN INFORMATION PACK.

Please tick: ☐ Mr ☐ Mrs ☐ Ms ☐ Miss  Other (please state)

Surname: WJF177

First name(s):

Address:

Postcode:

Tel. No. (inc area code):

Email:

Please ensure all sections above are completed in full as incomplete information may delay your information pack.

Please detach this page, moisten where shown, fold and post. Stamp required.

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