

# FUNERAL HOME RESOURCE OPPORTUNITY COST CALCULATION

$$\begin{aligned} & \text{Annualized Cost of Marketing} \\ & - (\text{Conservative Sales} * \text{Conservative Revenue}) \\ \hline & = \text{Opportunity Cost} \end{aligned}$$

$$\begin{aligned} & \text{Annualized Cost} = \$3,588 \\ & \text{Conservative Sales at 1 every 3 months} \\ & \text{Conservative Revenue at \$1,000/Sale} \\ \hline & \$3,588 - \$4,000 = -\$412 \text{ (Opportunity Cost)} \end{aligned}$$

## Tucson Funeral Home Opportunity Cost (Actual Data)

$$\begin{aligned} & \text{Annualized Cost} = \$3,588 \\ & \text{Actual Online Sales Increase of 14/month} \\ & \text{Revenue per Sale at \$1,280 (High Cremation Rate)} \\ \hline & \$3,588 - \$215,040 = -\$211,452 \text{ (Opportunity Cost)} \end{aligned}$$

**Actual cost of NOT upgrading their website would have been  
\$211,452**

For a complimentary website evaluation or more information, contact us today:

866.468.7968 | [Sales@FuneralHomeResource.com](mailto:Sales@FuneralHomeResource.com)



FUNERAL HOME  
RESOURCE

Featured "Industry Leader" on 