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Comparison Creator launches funeral plan comparison site

Cwmbran-based business launches Protect Your Family to help consumers compare funeral plans

[Protect Your Family](#) has been launched by Comparison Creator, the software development company who specialise in product comparison. The service will initially list funeral plans from five well-known brands including the Co-operative, Dignity and Age UK, allowing consumers to compare options from the material of the coffin included through to the features and benefits of a funeral plan.

Protect Your Family is an independent comparison service and only compares funeral plan providers who are regulated by the Funeral Planning Authority. It has partnered with financial information company Defaqto, which assess all financial products and awards star ratings, allowing customers of Protect Your Family to have as much information as possible to make an informed decision on the most suitable funeral plan.

CEO of Protect Your Family and Comparison Creator, Steve Jones, said: “This is an area I have wanted to approach for a while but after experiencing my own personal bereavement this year, I felt bewildered by the maze of options available – at a time when I needed things to be simple and probably didn’t have the headspace to think about anything but getting through that very sad emotional time. If my loved one was given the correct advice and had put a funeral plan in place it would have made the whole situation a lot easier for us all.”

He added: “In my role as group CEO, I specialise in comparing products and have worked in insurance for over 26 years – but even I felt confused by it all. The aim of Protect Your Family is to make allow families to openly discuss this very emotional subject and allow to plan for the future and make it simple to compare plans.

“We are so concerned there isn’t one place to go to independently research funeral plans, we have decided to launch an initial listing service earlier than planned. We hope that we can work together as an industry to create something that is really helpful and less confusing.”

Steve continued: “The average cost of a funeral is now estimated at £4,000* and with over 500,000** estimated deaths each year in the UK, it’s a huge industry. With the Competition and Markets Authority (CMA) looking into pricing, we are already seeing some of the bigger players such as Dignity and the Co-op compete on price.

“Often, price wars will benefit the consumer but it’s important not to be blinded by price and overlook the actual features that are included in a funeral plan – for example, how far will your funeral cortege travel, otherwise your family could be faced with unexpected costs after you’ve gone.”

The service is now live at www.protectyourfamily.co.uk and is the third brand to be launched by Comparison Creator – following on from gadget insurance comparison, Protect Your Gadget, and landlord insurance comparison, Protect Your Bricks.

Launched in 2010, Comparison Creator provides a white-label breakdown comparison service for GoCompare, Moneysupermarket, Confused.com and Comparethemarket. It also provides home emergency comparison for GoCompare.

In 2017, CEO Steve Jones completed a management buyout with minority investors, Defaqto. Steve founded the company after working in the insurance and comparison industry for more than 25 years. He developed the Gladiator Commercial brand for Admiral Insurance and became its managing director, before leaving in 2003.

-ENDS-

Notes to editors:

*<https://www.sunlife.co.uk/how-much-does-a-funeral-cost-in-the-uk-today>

** <https://www.dyingmatters.org/page/frequently-asked-questions>

For more information, please contact Kathryn Chadwick or Lynsey Walden at Front Door Communications on knock.knock@fdcomms.co.uk or by calling 029 20 020360.

Attached is a picture of CEO of Protect Your Family, Steve Jones.

