



WASHINGTON COUNTY COMPETITIVE INTELLIGENCE

12-MONTH SAMPLE | ILLUSTRATIVE PUGET SOUND COUNTY | ENDING Q2 2026

YOUR FIRM + UP TO 10 SELECTED COMPETITORS

Illustrative figures. Purchased reports use actual filed death-certificate data.

EXECUTIVE COMPETITIVE SNAPSHOT

Q2 CASES

128

Latest completed quarter

COMPARISON SHARE

23.7%

Selected group

COMPETITIVE RANK

#1

Within selected group

CREMATION RATE

70.8%

Disposition mix

LEADING SELECTED LOCATIONS

Rank	Licensed Location	Cases	Group Share	% Cremated	Movement	State Rank
1	Your Firm	128	23.7%	70.8%	+1	#17
2	Selected Location A	104	19.3%	72.5%	-1	#24
3	Selected Location B	98	18.1%	74.2%	+0	#31
4	Selected Location C	76	14.1%	75.9%	+3	#38
5	Selected Location D	134	24.8%	69.1%	+2	#45

EXECUTIVE FINDINGS

- Your Firm leads the selected comparison group in the latest completed quarter.
- The 12-month view separates sustained growth from a single-quarter change.
- Disposition mix explains whether volume differences reflect service mix or competitive movement.
- Ownership summaries can show affiliated locations separately and together.

Washington source data may support alkaline hydrolysis and natural organic reduction when reported.

WASHINGTON COUNTY SELECTED-LOCATION RANKING

LATEST COMPLETED QUARTER | ILLUSTRATIVE COMPARISON

COMPLETE SELECTED-LOCATION COMPARISON

Rank	Licensed Location	Cases	Group Share	% Cremated	Movement	State Rank
1	Your Firm	128	23.7%	70.8%	+1	#17
2	Selected Location A	104	19.3%	72.5%	-1	#24
3	Selected Location B	98	18.1%	74.2%	+0	#31
4	Selected Location C	76	14.1%	75.9%	+3	#38
5	Selected Location D	134	24.8%	69.1%	+2	#45

FOUR-QUARTER LOCATION DETAIL

Licensed Location	Q3 2025	Q4 2025	Q1 2026	Q2 2026	12-Month Change
Your Firm	110	116	122	128	+18
Selected Location A	88	93	98	104	+15
Selected Location B	84	88	92	98	+12
Selected Location C	64	67	70	76	+9
Selected Location D	124	126	128	134	+6

HOW TO READ THIS PAGE

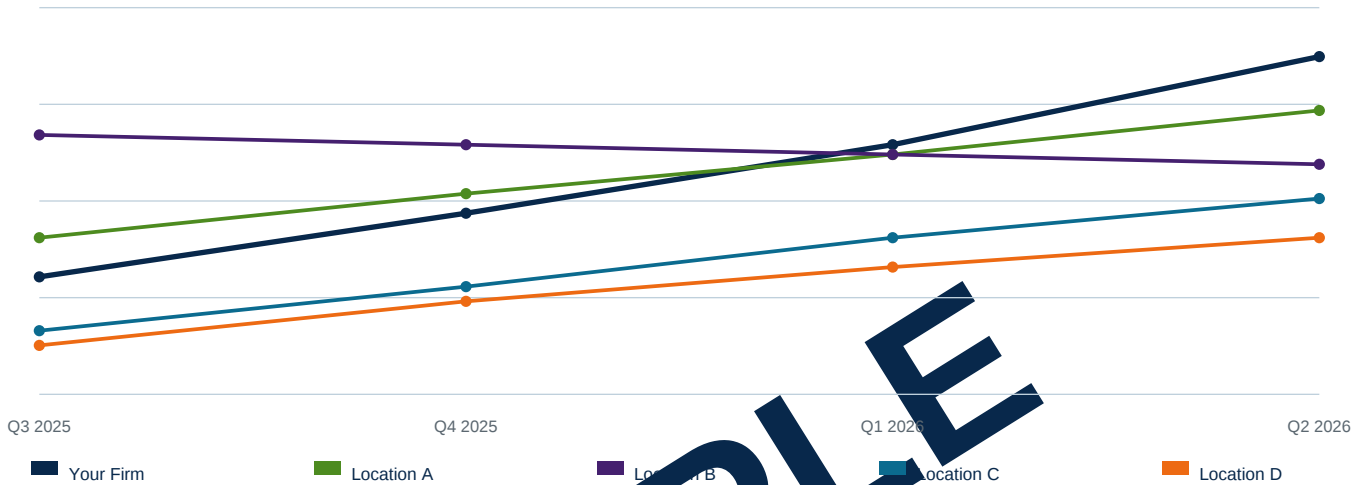
Comparison share measures each location against the selected group. State rank shows its position within the full establishment-level state source. The two measures answer different management questions.

Affiliated locations may remain separate, be summarized under common ownership, or be shown both ways.

WASHINGTON COUNTY FOUR-QUARTER TREND

Q3 2025 THROUGH Q2 2026 | VOLUME AND MOVEMENT

QUARTERLY CASE VOLUME TREND



FOUR-QUARTER PERFORMANCE DETAIL

Quarter	Cases	Group Share	Cremations	% Cremated	State Rank
Q3 2025	103	7.1%	74	71.8%	#16
Q4 2025	116	7.7%	81	72.7%	#15
Q1 2026	130	8.3%	88	73.6%	#14
Q2 2026	148	8.9%	95	74.5%	#13

12-MONTH INTERPRETATION

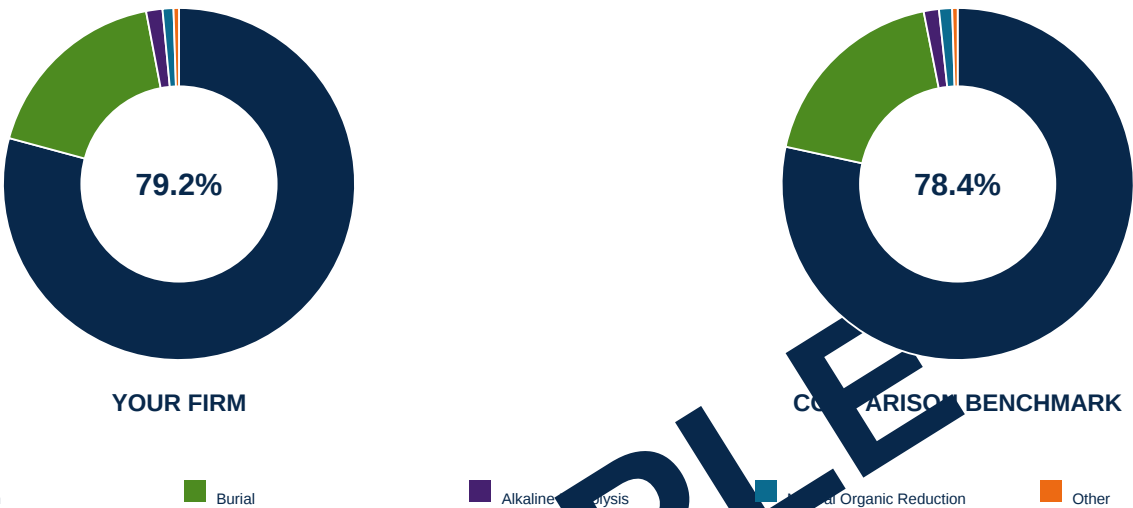
- Your Firm shows sustained growth across all four completed quarters.
- Selected Location B is losing relative momentum despite remaining a large competitor.
- Quarterly movement supports earlier operational decisions than annual-only reporting.

The 12-month report combines four completed quarters into one executive comparison.

WASHINGTON COUNTY DISPOSITION INTELLIGENCE

SERVICE MIX, STRATEGIC QUESTIONS AND REPORT SCOPE

DISPOSITION MIX COMPARISON



STRATEGIC QUESTIONS

- Which selected locations are gaining or losing competitive position?
- Does disposition mix explain case-volume differences?
- Which locations should be combined under common ownership?
- Where should leadership focus marketing, staffing or acquisition review?
- Which changes persist across the full 12-month period?

PURCHASED REPORT INCLUDES

Component	Included Scope
Quarterly option	Latest completed quarter for the selected geography and locations.
12-month option	Four most recent completed quarters with movement and trend analysis.
Location selection	Your firm plus up to 10 county competitors or 20 statewide locations.
SAMPLE: All names and figures are illustrative. Purchased reports use actual filed death-certificate data.	