



CALIFORNIA STATEWIDE COMPETITIVE INTELLIGENCE

12-MONTH SAMPLE | STATEWIDE PORTFOLIO VIEW | PERIOD ENDING JULY 2026

YOUR FIRM + UP TO 20 SELECTED LICENSED LOCATIONS

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

STATEWIDE EXECUTIVE SNAPSHOT

CURRENT CASES

148

+18 vs prior year

SELECTED-GROUP SHARE

8.9%

+1.5 points

STATEWIDE RANK

#12

Up four places

CREMATION RATE

74.3%

+2.7 points

LEADING SELECTED LOCATIONS

Rank	Licensed Location	Cases	Group Share	% Cremated	Movement	CA Rank
1	Your Firm	148	8.9%	74.3%	+4	#12
2	Selected Location A	137	8.3%	72.3%	+1	#18
3	Selected Location B	126	7.6%	69.8%	-2	#24
4	Selected Location C	119	7.2%	76.5%	+2	#31
5	Selected Location D	111	6.7%	71.2%	0	#39
6	Selected Location E	104	6.3%	68.3%	+1	#47
7	Selected Location F	97	5.9%	75.3%	-1	#55
8	Selected Location G	91	5.5%	73.6%	+3	#63
9	Selected Location H	86	5.2%	70.9%	-1	#71
10	Selected Location I	80	4.8%	77.5%	+2	#82

EXECUTIVE FINDINGS

- Your Firm ranks first within the selected group and twelfth among all California establishments.
- The top five selected locations represent 38.7% of the comparison group's current volume.
- Your Firm gained four statewide rank positions during the 12-month period.
- Selected Location B lost ground despite remaining the third-largest location in the comparison.

The statewide view supports portfolio benchmarking, competitor selection, acquisition screening and executive planning.

STATEWIDE SELECTED-LOCATION RANKING

YOUR FIRM + 20 ILLUSTRATIVE LICENSED LOCATIONS

COMPLETE SELECTED-LOCATION COMPARISON

Rank	Licensed Location	Cases	Group Share	% Cremated	Movement	CA Rank
1	Your Firm	148	8.9%	74.3%	+4	#12
2	Selected Location A	137	8.3%	72.3%	+1	#18
3	Selected Location B	126	7.6%	69.8%	-2	#24
4	Selected Location C	119	7.2%	76.5%	+2	#31
5	Selected Location D	111	6.7%	71.2%	0	#39
6	Selected Location E	104	6.3%	68.3%	+1	#47
7	Selected Location F	97	5.9%	75.3%	-1	#55
8	Selected Location G	91	5.5%	73.6%	+3	#63
9	Selected Location H	86	5.2%	70.9%	-1	#71
10	Selected Location I	80	4.8%	77.5%	+2	#82
11	Selected Location J	75	4.5%	66.7%	0	#91
12	Selected Location K	70	4.2%	72.9%	+1	#103
13	Selected Location L	65	3.9%	69.2%	-3	#117
14	Selected Location M	60	3.6%	78.3%	+1	#132
15	Selected Location N	55	3.3%	70.9%	0	#148
16	Selected Location O	50	3.0%	74.0%	+2	#166
17	Selected Location P	45	2.7%	68.9%	-1	#187
18	Selected Location Q	40	2.4%	72.5%	+1	#211
19	Selected Location R	35	2.1%	65.7%	0	#239
20	Selected Location S	32	1.9%	75.0%	+1	#264
21	Selected Location T	27	1.6%	70.4%	-1	#301

HOW TO READ THIS PAGE

Selected-group share measures each location against the chosen comparison set. California rank measures its position among all establishments in the statewide source. Both measures are shown to avoid misleading scale.

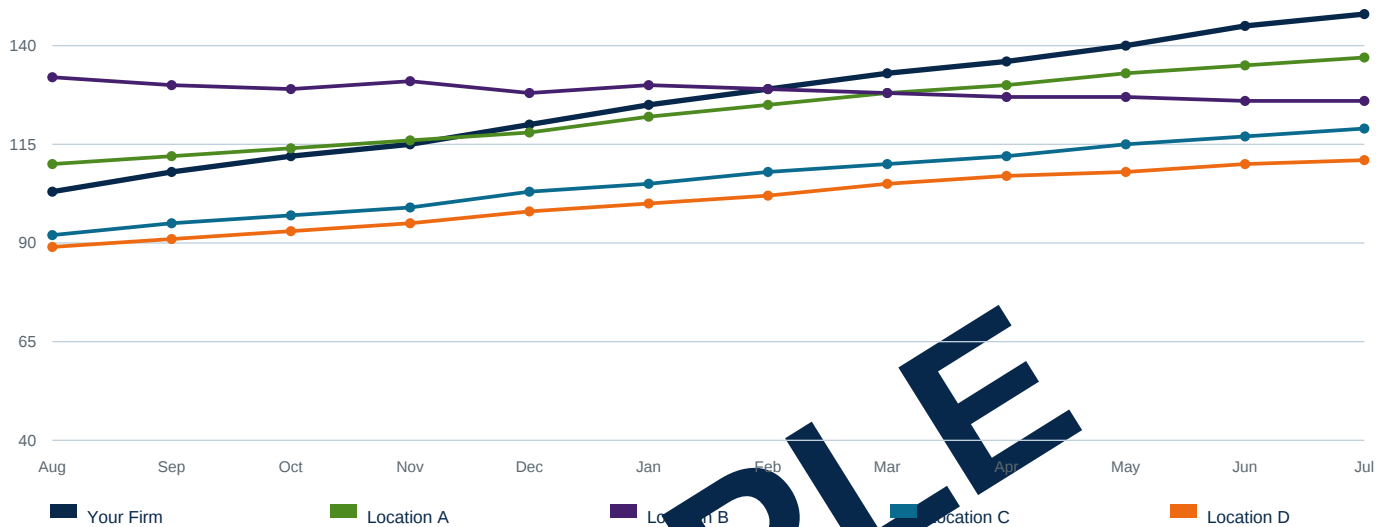
CUSTOM OWNERSHIP VIEW

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

STATEWIDE VOLUME AND MOVEMENT

12-MONTH TREND | YOUR FIRM AND LEADING LOCATIONS

12-MONTH CASE VOLUME TREND



YOUR FIRM MONTHLY DETAIL

Month	Cases	Group Share	Cremations	% Cremated	CA Rank
Aug	103	7.1%	74	71.8%	#16
Sep	108	7.3%	76	72.0%	#16
Oct	112	7.5%	78	72.3%	#16
Nov	115	7.6%	80	72.5%	#15
Dec	120	7.8%	82	72.7%	#15
Jan	125	8.0%	84	73.0%	#15
Feb	129	8.1%	86	73.2%	#14
Mar	133	8.3%	88	73.4%	#14
Apr	136	8.4%	90	73.6%	#14
May	140	8.5%	92	73.9%	#13
Jun	145	8.7%	94	74.1%	#13
Jul	148	8.9%	96	74.3%	#13

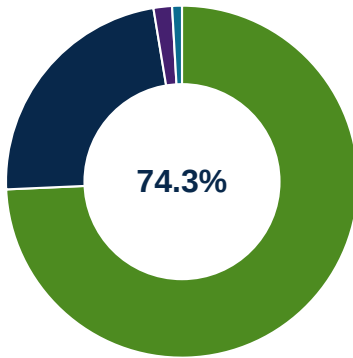
TREND INTERPRETATION

Your Firm shows the strongest consistent growth and overtakes all selected locations during the period.
Location B remains large but is losing relative momentum and statewide rank.

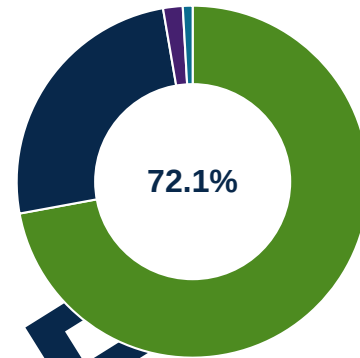
STATEWIDE MIX AND STRATEGIC USE

DISPOSITION BENCHMARKING, PORTFOLIO QUESTIONS AND DELIVERABLES

CURRENT DISPOSITION MIX



YOUR FIRM



SELECTED-GROUP BENCHMARK

STRATEGIC QUESTIONS THE REPORT SUPPORTS

- Which locations are gaining statewide rank and why? Are losing to whom?
- How does each affiliated location compare with selected competitors on volume and mix?
- Where could ownership consolidation reveal a stronger combined position?
- Which targets merit deeper evaluation or market-entry review?
- Where should leadership concentrate staffing, marketing or operational support?

PURCHASED STATEWIDE REPORT INCLUDES

Component	Included Scope
Selected locations	Your firm plus up to 20 selected licensed locations.
Two ranking views	Selected-group position and statewide establishment rank.
Trend analysis	Current snapshot, 12-month analysis or quarterly monitoring.
Disposition detail	Cremation, burial and other categories available from the state source.
Ownership options	Individual locations, combined ownership summary, or both.

SAMPLE: All names and figures are illustrative. Purchased reports use actual filed death-certificate data.