



CALIFORNIA COUNTY COMPETITIVE INTELLIGENCE

12-MONTH SAMPLE REPORT | ONE ILLUSTRATIVE COUNTY | PERIOD ENDING JULY 2026

YOUR FIRM + UP TO 10 SELECTED COMPETITORS

Anonymized demonstration data. Purchased reports use actual filed death-certificate data.

EXECUTIVE COMPETITIVE SNAPSHOT

CURRENT-MONTH CASES

128

+4 vs prior month

MARKET SHARE

23.7%

+1.1 points

COMPETITIVE RANK

#1

Up from #3

CREMATION RATE

72.4%

+3.2 points

CURRENT-MONTH COMPETITIVE RANKING

Rank	Firm	Cases	Share	Cremations	% Cremated	Rank Change
1	Your Firm	128	23.7%	92	72.4%	+2
2	Competitor A	104	19.3%	75	72.1%	-1
3	Competitor B	98	18.1%	68	69.4%	+1
4	Competitor C	76	14.1%	49	64.5%	-1
-	All Other Firms	134	24.8%	103	76.9%	-
	TOTAL COUNTY	540	100.0%	387	71.7%	

EXECUTIVE FINDINGS

- Your Firm moved from third to first place during the 12-month period.
- Current-month volume is 39.1% above the first month in the analysis.
- Market share gained 4.5 points while the selected competitor group gained 1.2 points.
- Cremation mix remains near the county benchmark, limiting mix-driven distortion.
- The strongest recent competitive pressure is from Competitor B, up 24 cases year over year.

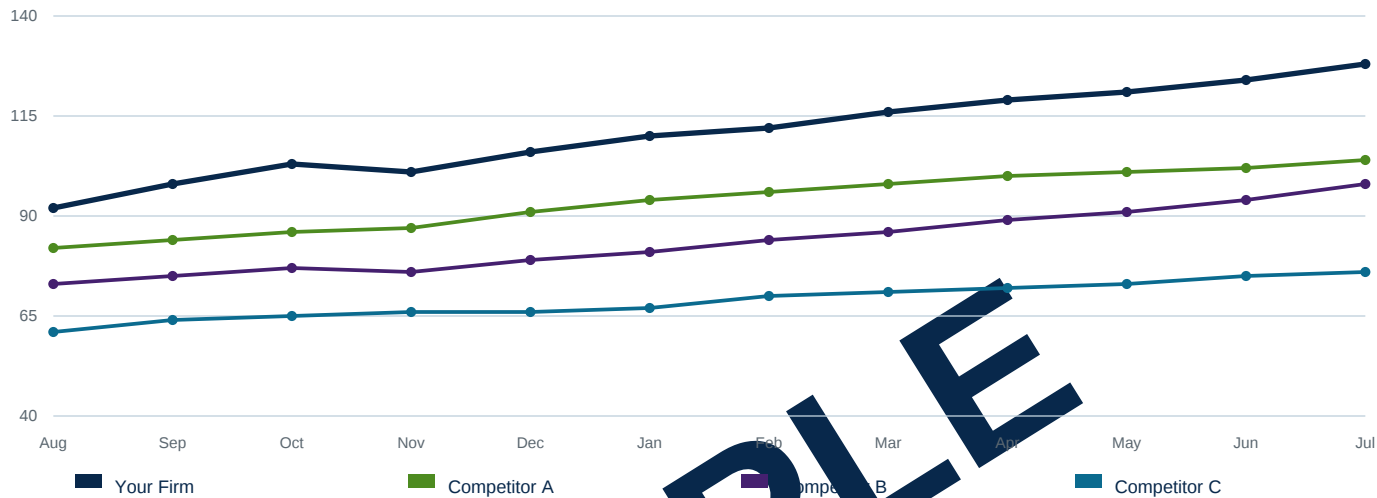
WHY THIS MATTERS

The report turns filed-case data into a direct view of competitive position, momentum and market opportunity.

MARKET SHARE AND VOLUME TREND

YOUR FIRM VS SELECTED COMPETITORS | 12-MONTH VIEW

12-MONTH CASE VOLUME TREND



MONTHLY PERFORMANCE DETAIL

Month	Your Firm	Your Share	Comp. A	Comp. B	Comp. C	Selected Total
Aug	92	19.2%	82	73	61	308
Sep	98	19.8%	84	75	64	321
Oct	103	20.5%	86	77	65	331
Nov	101	20.1%	87	76	66	330
Dec	106	20.7%	91	79	66	342
Jan	110	21.0%	94	81	67	352
Feb	112	21.3%	96	84	70	362
Mar	116	21.8%	98	86	71	371
Apr	119	22.1%	100	89	72	380
May	121	22.6%	101	91	73	386
Jun	124	22.9%	102	94	75	395
Jul	128	23.7%	104	98	76	406

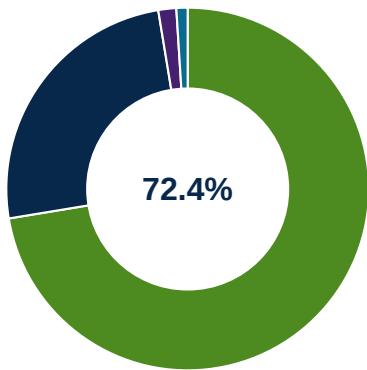
TREND INTERPRETATION

Your Firm shows the strongest sustained growth curve, with gains accelerating during the most recent quarter. Competitor B is also gaining volume and should remain on the active monitoring list.

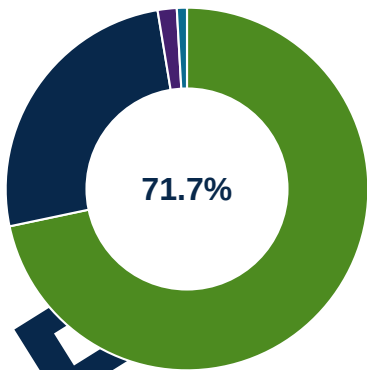
DISPOSITION AND CREMATION MIX

BENCHMARK YOUR SERVICE MIX AGAINST SELECTED COMPETITORS

CURRENT-MONTH DISPOSITION MIX



YOUR FIRM



COUNTY BENCHMARK

Cremation

Burial

Alkaline hydrolysis

Other

COMPETITOR MIX COMPARISON

Firm	Total	Cremation	Burial	Alkaline	Other	% Cremated
Your Firm	128	92	32	2	2	72.4%
Competitor A	104	75	27	1	1	72.1%
Competitor B	98	68	27	2	1	69.4%
Competitor C	76	49	25	1	1	64.5%
All Other Firms	134	103	25	3	3	76.9%
TOTAL COUNTY	540	387	136	9	8	71.7%

COMPETITIVE MIX FINDINGS

- Your Firm's cremation rate is aligned with the county, supporting a clean volume comparison.
- Competitor C has the lowest cremation rate and the greatest exposure to burial-mix changes.
- Alternative disposition remains small but should be monitored for emerging local demand.

Client reports may include additional disposition categories when available from the state source.

COMPETITIVE MOVEMENT AND ACTION PLAN

WHERE SHARE IS MOVING - AND WHAT TO WATCH NEXT

12-MONTH GAINS AND LOSSES

Firm	Start	Current	Change	% Change	Share Change	Assessment
Your Firm	92	128	+36	+39.1%	+4.5 pts	Strong gain
Competitor A	82	104	+22	+26.8%	+1.0 pts	Moderate gain
Competitor B	73	98	+25	+34.2%	+1.5 pts	Watch closely
Competitor C	61	76	+15	+24.6%	-0.2 pts	Stable

RECOMMENDED MANAGEMENT QUESTIONS

- Which referral sources or service areas drove the most recent share gains?
- Can the firm sustain growth without weakening response time, service quality or average revenue?
- Where is Competitor B gaining cases, and does that overlap with the firm's core service area?
- Are arrangement staffing and call coverage aligned with the higher monthly volume?
- Which disposition or demographic segments offer the clearest next growth opportunity?

WHAT THE PURCHASED REPORT INCLUDES

Actual case volume	Filed cases attributed to the purchaser and selected competitors.
Market share and rank	Current position plus movement over the selected reporting period.
Disposition intelligence	Cremation, burial and other available disposition categories.
Trend analysis	Monthly, quarterly and 12-month comparisons with executive interpretation.
Competitive selection	Your firm plus up to 10 competitors in one selected California county.

SAMPLE DISCLOSURE

All establishment names and figures in this sample are illustrative. Purchased reports use actual filed death-certificate data, subject to state source availability, timing and classification practices.