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FOR IMMEDIATE RELEASE

PANDEMIC INCREASES MARYLAND CREMATION REQUESTS
Montgomery County funeral home answers call and expands
into cremation services in Central MD, including pets

Rockville, MD, September 22, 2020 - The National Funeral Directors Association (NFDA) predicted cremation would become more popular than burial in the U.S. in 2020; this year, Maryland has experienced a 55% cremation rate, due in part to the COVID-19 pandemic. The latest NFDA Cremation and Burial Report predicts the cremation rate in the U.S. will soar to 78% in 2040.

To respond to customers' requests, Edward Sagel and Albert Bloomfield, co-owners of Sagel Bloomfield Danzansky Goldberg and Value Choice Cremation and Funeral Care, announces the expansion of their death-care service businesses with the acquisition of two area crematories in Woodbine, MD (Carroll County). The combined locations employ over 35 people.

On September 4, 2020, Ed and Al's parent company, ESFD, Inc. acquired Going Home Cremation, renaming it [Going Home Cremation & Funeral Care by Value Choice](https://www.goinghomecares.com/). It also expanded into the pet cremation and funeral industry with the purchase of All Pet Crematory, renaming it Forever Faithful Pet Cremation & Funeral Care by Value Choice. This will allow families from several Maryland counties and surrounding areas to utilize the option and cost savings of cremation.

In addition to its cremation services, Going Home by Value Choice offers its customers online funeral options through its technology driven website and software. Families select, sign, and pay on their computer, tablet or smartphone while the company assists in creating a budget conscious funeral or cremation.

“New ideas surrounding death care and celebrations of life have moved the funeral service industry into a new direction. We are positioned to service baby boomers and their children for generations to come, including their family pets,” says Edward Sagel, managing partner and co-owner.

In the U.S., 67% of households own a pet on which they spent \$95.7 billion, according to the 2019-2020 National Pet Owners Survey conducted by the American Pet Products Association (APPA). Based on multiple statistics, revenues for pet funerals/cremations are over \$100 million annually. The NFDA reports 20% of U.S. funeral homes in the U.S. offer pet services at families’ requests. Forever Faithful Pet Cremation & Funeral Care will now be able to fulfill those requests in the region.

All the businesses offer pre-arranged funeral planning or advanced payment options which provides peace of mind today and for the future. By planning now, customers can make arrangements using today’s pricing with payment plans that fit their budgets and protects them from inflation costs also allowing families to set funds aside in Medicaid spend-down situations where long-term care is needed.

“While each of our funeral and cremation businesses provide traditional in-office funeral arrangements, we are also positioned for the on-line funeral/cremation consumer,” says Sagel. “We pride ourselves on the information we provide and ease of use. Pricing is simple and clear, pictures of our merchandise are easily displayed on any device, and reviews from families are all easy to find. We offer 24/7 live support, no pressure to purchase and a relaxed decision-making process which typically leads to the consumer saving money.”

ABOUT US:

Established in 2020, [Going Home Cremation & Funeral Care by Value Choice and Forever Faithful Pet Cremation & Funeral Care by Value Choice](#) are family-owned businesses in Carroll County, Maryland. As a division of independently-owned ESFD, LLC, and Value Cremation and Funeral Brands in Rockville, Maryland, the new companies expand upon a 90-year tradition of caring for families who need simple, flexible and competitively-priced cremations and funerals combined with the highest-service levels driven by compassion.

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