



OGR STUDY GROUPS

A Peer Advisory Board for Your Funeral Home

Think of an OGR Study Group as a confidential peer advisory board for your funeral home. In a small group of owners and senior leaders from outside your market, participants bring real business challenges, compare practices, and help one another identify practical next steps. The agenda is driven by the participants, not by presentations, so you return home with ideas and an action plan you can put to work immediately.

STUDY GROUP OBJECTIVES

- Gain candid, experienced perspective from firms outside your market - the equivalent of a personal board of business consultants, without the consulting fee.
- Benchmark your firm's performance and practices against comparable firms across.
- Leave each meeting with a concrete, actionable plan for challenges facing your business.
- Build lasting relationships with colleagues you can call any time for an unbiased, experienced opinion.
- Stay ahead of shifts in consumer behavior, technology, staffing, and profitability before they become urgent.
- Learn and be inspired in a structured, confidential setting.

YOUR AGENDA - YOUR BUSINESS PRIORITIES

Each Study Group sets its own agenda by consensus, drawing from topics including:

State of Funeral Service Outlook, challenges, and industry trends	Best Practice Benchmarks Comparing KPIs across firms	Succession Planning Positioning your firm for eventual transfer or sale
Pricing & Competition Communicating value, competing with low-cost firms	Profitability Through Cremation Cost management, service options, and margin improvement	The Changing Consumer Navigating changing preferences for burial, cremation, personalization, and more
Technology Tools to improve efficiency, family service, communication, and profitability	Hiring & Retaining Staff Retention strategies, staffing models, and employee development	Marketing & Community Engagement Community outreach, relationship-building, innovation

"I have found that the information I have learned over those years has been invaluable to helping my business, including making it grow."
- George Darte, George Darte Funeral Chapel, St. Catharines, Ontario, Canada

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Practical insight. Trusted peers. Better decisions.

WHAT YOU WILL GAIN

- Candid advice from experienced owners and executives outside your market.
- A clearer understanding of how your firm compares with other independent firms.
- Practical ideas that are already working in funeral homes like yours.
- A specific action plan for a current business challenge.
- New revenue and service ideas drawn directly from what is already working at other firms.
- A trusted peer network you can call on year-round, long after the meeting ends.
- Renewed clarity on where your firm stands - and what to prioritize next.

WHAT TO EXPECT

- Bring a real opportunity or challenge facing your firm.
- Hear questions and candid perspectives from experienced peers.
- Compare approaches and learn what is working at other independent firms.
- Pressure-test potential solutions in a confidential environment.
- Tour the host funeral home and learn key operational insights.
- No requirement to share financial details on your business.
- Leave with defined next steps you can implement.

WHO CAN PARTICIPATE

- Owners and executive-level staff of OGR member firms.
- Each Study Group is limited to no more than 12 firms to keep the discussion detailed and personal.

TIME & COST

- Groups meet typically for 1 ½ days, hosted at rotating participant firms
- Participants may attend any Study Group, no matter its location.
- Members may participate in as many Study Groups as they choose.
- There is no fee to participate. You are responsible for your own travel, lodging, and meals.
- OGR's antitrust guidelines are followed during all discussions

"Having the privilege to participate in an open, non-competitive manner has helped me grow my business and learn new and better ways to serve my community and has provided me with strong friendships with peers that I cherish."

- Chris Grubbs, Chambers & Grubbs Funeral Homes, Northern Kentucky

VIEW UPCOMING OGR STUDY GROUPS AND RESERVE YOUR PLACE

www.ogr.org/study-groups