



HOT SHEETS

Your source for the monthly PFDI meeting wrap-ups and announcements

Notes from the November 12th Meeting

- President Matt Fiorillo kicked off the call. Members weighed in on how Covid is on the rise in their area during the Fall months and some areas are expecting more cases than they had in March and April of this year.
- Mike Perotto presented to the members his insights on financials during Covid after recently taking a look at his own firms. He said that preneed is up right now because of the increasing worry of the unknown with Covid. He brought up thought provoking questions on forecasting your budget for the next 3-5 years and how Covid may affect future call volume. The members also talked about providing "hazard pay" and bonuses to their employees.
- During this month's session of "Bring your problems to PFDI", Mike Perotto how members are handling the limitations on the amount of people allowed at services - If other funeral homes are limiting the numbers below the government's restricted amounts, is this a competitive advantage for some firms to say they have more space to social distance? Are they as committed to serving families?
- You can watch the recorded meeting and access the "Hot Sheets" which are posted on the PFDI website – members only section: <https://pfdi.org/member-area/hot-sheets-meeting-recordings/>

Upcoming Meeting & Event Dates

- **Virtual PFDI Advertising Fair – December 1 & 2 at 4:00PM Eastern**
This has been one of the most popular parts of our annual convention every year. And, we've had so many requests from members to have another virtual advertising fair. You don't want to miss everything your fellow members are sharing, Plan to be there for two sessions packed full of great ideas from your fellow members. See email for details.

The PFDI meetings will be recorded, but some parts may not be recorded for confidentiality purposes. So of course, it is always better if you can be there for the meeting. The recordings will be available on the PFDI website in the members only area after the meeting, and the link will be sent in the "Hot Sheet" following the meeting.

If you need your login credentials, please let Erica know.