



# Opal Cremation Outlines Cost Differences Between Direct Cremation and Traditional Funeral Services

*Review of hundreds of General Price Lists across LA and Orange County reveals a widespread pricing transparency gap in the cremation industry.*

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EINPresswire.com/ -- Opal Cremation Study Finds Most Southern California Cremation Providers Don't Disclose Key Fees

Review of hundreds of General Price Lists across Los Angeles and Orange County finds a widespread pricing transparency gap — reinforcing the case for Opal's [fully inclusive pricing](#) model

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**Most Southern California Cremation Providers Don't Disclose Key Fees**

|                                                                              |                                                                                  |
|------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| <b>44%</b><br>of LA County providers clearly disclose whether they surcharge | <b>\$235</b><br>average gap between advertised and actual price in Orange County |
| <b>\$542.80</b><br>average LA rush fee — some ran as high as \$2,695         | <b>14%</b><br>of Orange County providers include free return of remains          |

Source: Opal Cremation review of published General Price Lists (GPLs), 2026 [opalcremation.com](#)

Key findings from Opal Cremation's review of General Price Lists across Southern California, revealing a widespread gap in fee disclosure.

“

Families are grieving. They don't need a bill that keeps growing after they've said yes. We built our pricing to be fully inclusive and released this data to push the industry to do the same.”

*Troy Centazzo, CEO of Opal Cremation*

Opal Cremation, a Southern California provider of cremation and personalized aftercare services, today released findings from two studies showing that most direct cremation providers across Los Angeles and Orange County fail to clearly disclose key fees, leaving families to discover the true cost only after they've already committed to a provider.

Opal's research reviewed hundreds of publicly available General Price Lists (GPLs), the itemized pricing documents funeral homes must make available under federal law, tracking dozens of data points per provider to determine whether common fees and surcharges were clearly disclosed.

Key Findings

- Los Angeles County: Of 209 GPLs reviewed, only 44% clearly disclosed whether they charge a surcharge, leaving more than half the market unable to tell families in advance whether distance, weight, timing, or pickup location will add to their bill.
- Orange County: Of 56 GPLs reviewed, the average advertised price was \$1,726, but the average adjusted price, once near-universal fees are factored in, came to \$1,961 — a \$235 gap. 89% of providers didn't clearly include the death certificate fee, 79% left out the disposition permit, and only 14% included free return of remains.
- Surcharges, when disclosed, add up fast: LA rush fees averaged \$542.80 and ran as high as \$2,695, more than many providers' entire base price.

### Why Opal Cremation Conducted the Study

Opal says it commissioned the research after repeatedly hearing from families surprised by add-on charges after choosing a provider based on an advertised “starting at” price. The company publishes its own pricing as fully inclusive and offers free reviews of quotes families have received from other providers.

“Families are grieving. The last thing they need is a bill that keeps growing after they've already said yes to a provider. We built our pricing to be fully inclusive because we think that's the standard the whole industry should be held to, and we released this data to make the case for it.”



Opal Cremation Company Logo



Troy Centazzo, CEO and Founder of Opal Cremation, whose research prompted the company's call for industrywide pricing transparency

— Troy Centazzo, Opal Cremation

## Industry Context

Under the FTC's Funeral Rule, funeral homes must provide a [General Price List](#), but neither federal nor California law requires a standardized format or that common fees be bundled into the advertised price, leaving families to sort out the true cost themselves. Regulators have taken action in the most egregious cases: in a 2022 case, the FTC's Bureau of Consumer Protection accused a cremation company of misleading consumers, with Bureau Director Samuel Levine calling it "outrageous." Opal notes that most of the gaps its research found reflect ambiguity and inconsistent disclosure, not fraud—but ambiguity still carries a real cost for grieving families.

## Opal Cremation's Commitment to Transparent Pricing

Opal encourages families to request a full GPL in writing and ask directly what is and isn't included before choosing a provider. Families across Los Angeles and Orange County can view Opal Cremation's pricing, request a free quote comparison, or learn more at [opalcremation.com](https://opalcremation.com).

## About Opal Cremation

Opal Cremation provides cremation and personalized aftercare services to families across Los Angeles and Orange County, including memorial diamonds, parting stones, and sea scatterings. Opal released this data publicly to encourage clearer, more standardized pricing disclosures industry-wide.

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Note: All dollar figures cited in this release have been rounded to the nearest whole dollar and do not reflect exact cent amounts.

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