

Sagel Bloomfield Danzansky Goldberg Funeral Care relaunches to Independent Ownership while Expanding Service Offerings, Capabilities

ROCKVILLE, MD— Sagel Bloomfield Danzansky Goldberg Funeral Care, Inc. (Sagel Bloomfield), a leading full-service funeral home in the Washington, DC metropolitan area, announces its business relaunch through the acquisition and merging of two funeral firms into one entity under new name, to transition to independent ownership by funeral directors, **Edward Sagel** and **Albert Bloomfield**.



Current Location of Sagel Bloomfield Danzansky Goldberg Funeral Care

This latest achievement will continue to strengthen the funeral home's high-quality funeral services and dedication to providing focused attention and excellent customer care to families and the community during times of need. Additionally, Sagel Bloomfield will build on its previous growth and success to deliver expanded capabilities and services in a larger new location that is under construction.

Edward Sagel is a first-generation funeral director who began his career in 1991. He later founded **Sagel Funeral Direction** in 1994, which he sold to **Service Corporation International (SCI)/Dignity Memorial** two years later. Sagel successfully managed both firms for SCI. As a result of the management success, high reputation, strong community ties and industry expertise, the FTC divestiture allowed Sagel and Albert Bloomfield, a funeral director for 21 years, to purchase both Sagel Funeral Direction and **Danzansky Goldberg Memorial Chapels** from SCI and form one funeral home, Sagel Bloomfield Danzansky Goldberg Funeral Care, Inc.

"Our business relaunch of the joint firms is a key element of our hands-on approach and commitment to the combination of simple, flexible, funeral options with the highest level of customer service, driven by personalized care and compassion for families and the community," said Edward Sagel, Funeral Director, Co-Owner and Managing Partner of Sagel Bloomfield. "We are excited about the future and we look forward to better serving the community in every way that we can!"

Sagel Bloomfield's relaunch also strongly positions the organization to deliver a unique blend of traditional funeral services and customs with more contemporary, forward-thinking practices to better service the families and community of the Greater Washington area and bridge the gap between the needs of older customers with younger families of Jewish,

Christian, Catholic, and Asian faiths. The company's key service offerings include:

- Full-spectrum, cost-effective funeral services, to align with each family's unique style, needs, and budget and create a meaningful ceremony celebrating the life and individuality of their loved ones;
- Simple, flexible, and convenient funeral packages, bringing

the best service the funeral industry has to offer to Sagel Bloomfield's customers at competitive prices with genuine compassion for families along with a dedicated commitment to the larger community; and

- A number of forward-thinking, progressive service enhancements, to consistently evolve its approach and offerings as societal needs and norms change, including:
 - Monument Design Services for any and all cemeteries even if the funeral service is organized through a separate firm;
 - The Fair and Realistic Pricing Plan (FRPP);
 - Shiva Concierge;
 - The Simplicity Plan for non-Jewish families; and
 - Several innovative, digital services, such as responsive computer software tools, iPad-based register books, webcasting and video recording of funeral services, and annual *yahrzeit* email reminders.

As of July 1, 2015, Sagel Bloomfield will begin the construction and relocation of its office to an ultra-modern 6,500 square foot facility in The Talbott Center on Rockville Pike, across the street from the current site of Sagel Bloomfield Danzansky Goldberg Funeral Home.

"It's a busy and exciting time for us, our client families, and the local community. Not only are we starting the construction of our new location across the street, but we will also be introducing a number of enhanced and innovative services over the upcoming weeks and months," said Albert Bloomfield, Funeral Director, Co-Owner and Managing Partner of Sagel Bloomfield. "We are proud to continue to grow our local footprint."

For more information about Sagel Bloomfield and its services, please visit www.sagelbloomfield.com.

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