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## *Celebrations of Life and Receptions*

**Five generations of serving, since 1885**

In 1963, **Bud and Madeline Duggan** founded Duggan's Serra Mortuary in Daly City to establish an **ideal location with unlimited parking** to serve families in San Francisco, the Peninsula and throughout the Bay Area. Today, **Dan, Matt and Joey Duggan** are actively carrying on the family tradition of serving with kindness and sincerity.

**The Duggan's Serra Family is dedicated to providing you with quality and compassionate service at the most reasonable cost.** The Duggan family takes great pride in the personal, family oriented service they and their staff of funeral professionals provide your family at a time of loss.

**We consider it a privilege to serve and assist you in honoring the life of your loved one. We sincerely thank all the families who have placed their trust and confidence in our family by making us the leading funeral directors serving our entire community.**

**"Always call Duggan's Serra Family First...to Compare and Save"  
(650) 756-4500**

### **GENERAL PRICE LIST**

**\* Effective October 2, 2025 \***

*Subject to change without notice.*

In order to assist you with your arrangements, and **in compliance with Federal Trade Commission requirements**, Duggan's Serra Mortuary has made General Price Lists available for your review. The goods and services shown below are those we can provide to our customers. You may choose only the items you desire. However, any funeral arrangements you select will include a charge for our basic services and overhead. If legal or other requirements mean you must buy any items you did not specifically ask for, we will explain the reason in writing on the statement we provide describing the funeral goods and services you selected.

Prior to drafting any contract for goods or services, the responsible party or the decedent's survivor who is handling the funeral arrangements is entitled to receive a copy of any preneed agreement, in the possession of the funeral establishment that has been signed and paid for, in full or in part, by or on behalf of the decedent.

Our staff is available to answer any questions you may have at any time.

## Combined Value Service Packages

Duggan's Serra Mortuary provides discounted service packages with purchase of merchandise from our funeral home. These packages represent a substantial savings from the same goods and services if individually selected from our itemized list. These discounted packages are available **ONLY** to families who purchase a casket (Pkg. A and B) or cremation container (Pkg. C) from our family funeral home.

PACKAGES A, B and C include  
a Duggan's roasted turkey OR a sterling silver thumbprint necklace.

### A. TRADITIONAL FUNERAL SERVICE PACKAGES

One Day Visitation with second day main service or mass.....\$5,900.00

Two Day Visitation with third day main service or mass.....\$6,300.00

Three Day Visitation with fourth day main service or mass.....\$6,700.00

\* Saturday or Sunday Chapel or Church Services.....Additional \$ 400.00

(No additional fee for Sunday Vigil or Sunday Visitation at Duggan's Serra Chapel with a Monday, or any weekday, Funeral Service.)

\* Vehicle and staff for evening vigil services at church.... Additional \$ 400.00

Includes basic services outlined in this Price List. Additionally: • Use of facilities, chapel & staff for visitation, evening and/or funeral services • Assisting with newspaper obituary placement • Hearse for transportation of casket • Licensed and certified professional embalming, bathing, hair styling and cosmetology (Includes special autopsy care if needed) • Delivery of floral pieces if needed to local church or cemetery • Guest book, 50 - 200 memorial and acknowledgment cards • Internal and external crucifix or other symbol • Hearse or vehicle and staff for local removal (9AM-6PM) (After hours add \$300.00; second attendant additional)

DSM Limousine (7 passenger).....Additional \$ 450.00

### B. LIMITED TRADITIONAL SERVICE PACKAGE

Same Day Services Monday thru Friday up to 4 hours.....\$5,400.00

Saturday or Sunday Services.....\$5,800.00

Includes traditional services listed above.

Visitation church or parlor service up to 4 hours

DSM Limousine (7 passenger).....Additional \$ 450.00

### B.-1 LIMITED GRAVESIDE SERVICE WITHOUT PREPARATION

Without Embalming, Dressing or Viewing.....\$4,300.00

### C. DIRECT CREMATION OR UNATTENDED BURIAL PACKAGE WITH CELEBRATION OF LIFE MEMORIAL CEREMONY

Monday thru Friday Services.....\$3,800.00

Saturday or Sunday Services.....\$4,200.00

Includes basic services outlined in this Price List: local removal (9AM-6PM) use of chapel and facilities for memorial ceremony or church service with Director (up to 3 hours). Includes Director, set up, service coordination, guest book, memorial cards and acknowledgement cards and assisting with newspaper obituary and online condolences.

With a Graveside Service or a second Memorial Service...Additional \$ 590.00

### D. DIRECT CREMATION PACKAGE WITH MINIMUM CONTAINER (Includes tax on cremation container) (NO SERVICES, NO CEREMONY OR OBITUARY)

One brief (15 minutes) 6 people only I.D. viewing.....\$2,550.00

Bathing, dressing or special autopsy care preparation are additional

Without I.D. viewing. No preparation, chapel or service.....\$2,150.00

Also includes: • Vehicle and driver for local removal (9AM-6PM) • Transportation to local crematory/cemetery at our convenience.

\* Additional \$90.00 for assistance with **each** newspaper obituary and online condolences (included in package "C").

\* Additional \$250 for guest book, 100 memorial cards, and 50 thank you cards.

\* Cremation fee from \$345.00 to \$2,885.00 based on weight.

The Service Packages are designed as full-service plans. No deduction will be allowed for other items not used.

Packages do not include merchandise, crematory/cemetery costs or cash accommodations.

# ITEMIZATION OF GOODS & SERVICES

## SERVICES

**Basic Services** .....\$ 3,450.00

This fee for our Basic Services and overhead will be added to the total cost of the funeral arrangements you select. (This fee is already included in our charges for direct cremations, immediate burials and forwarding or receiving remains.)

Our fee for the services of funeral directors and staff includes, but is not limited to:

Twenty four hour availability of staff response to initial request for service; arrangement conference with responsible party; arrangement and coordination of funeral or memorial ceremony; scheduling appointments to meet with doctor or medical examiner for legal signature; preparation, processing and filing of necessary paperwork, including death certificates, state permits, social security forms, veteran benefit applications, clergy records and other required authorization forms; recording of vital statistics; retention and care of remains prior to commencement of ceremony/disposition; staff assistance prior to, during and following the funeral, including consultation and coordination with other parties involved in the funeral or final disposition of the deceased, including cemeteries, crematories, clergy, transportation agencies and others.

The funeral home has also incorporated into the above fee a basic facilities charge which is a proportional charge used to meet overhead expenses such as: professional licensing, legal and accounting fees, OSHA and environmental compliance, insurance, building and utility expenses, parking lots and grounds, maintenance, taxes, equipment, furnishings, inventory, record keeping and clerical and administrative services.

### Transfer of Remains to Funeral Home

- A. San Francisco/San Mateo Co. 9AM-6 PM.....\$450.00
- B. After normal business hours (6pm - 9am).....Additional \$300.00
- C. 2nd attendant for home removal or as required for removal..\$150.00
- D. Out of county transportation.....from Additional \$290.00
- E. Sheltering or refrigeration (**per day fee**, after 5th day).....\$ 75.00

**Embalming** includes bathing & sanitary care.....\$750.00

Except in certain special cases, embalming is not required by law. Embalming may be necessary, however, if you select certain funeral arrangements, such as a funeral with viewing. If you do not want embalming, you usually have the right to choose an arrangement that does not require you to pay for it, such as direct cremation or immediate burial. California Law requires that a body, if not embalmed, be refrigerated if final disposition is not accomplished within 24 hours of death.

### Other Preparation of the Body

- A. Bathing/Sanitary Care.....\$250.00
- B. Dressing, Casketing, Hair Styling, Cosmetic Care.....\$300.00
- C. Special Autopsy Care/Bathing & Sanitary Care.....\$450.00
- D. Special Care for Organ/Tissue Donation.....\$300.00 - \$900.00  
(Receiving agency often reimburses this fee to family)
- E. Bariatric Care .....\$400.00 - \$1,000.00  
(Add'l staff needed for removal, preparation care, and disposition)

### Other Services of Funeral Director

- A. Assistance with newspaper obituary placement.....\$ 90.00
- B. International Shipping Documentation.....\$300.00 - \$700.00
- C. International Document Fee: Hand delivery to/from Sacramento,  
Secretary of State apostille.....\$700.00

- D. Domestic Shipping Documentation.....from \$150.00
- E. Funeral Director Assistance Off Premise.....Per Hour \$300.00
- F. Shipping of Cremated Remains Domestic.....\$150.00

**SERVICES AND FACILITIES**

**Use of Facilities/Staff for Visitation or Memorial Service**

- A. Public/Private Visitation or Service at DSM (4 hours)....\$1,500.00
- B. Identification Viewing - Family Only (15 min., 6 people)....\$400.00
- C. 30 Minute Family Preview or Family Dressing ..... \$400.00  
Bathing, dressing or special autopsy care, preparation are additional
- D. North Chapel reserved for overflow crowd.....\$400.00
- E. Chapel rental up to 3 hours - Memorial Service.....\$1,500.00  
(Saturday or Sunday).....\$1,900.00
- F. Service attendant for up to 3 hours.....\$300.00
- G. Reserved use of preparation room.....Per Hour \$650.00

**Use of Staff for Funeral or Graveside Service.....\$590.00**

- A. Saturday or Sunday Mass or Memorial Service..Additional \$400.00

**Reservation and Use of Reception Areas**

*No post-funeral receptions unless service concludes at DSM.  
Space available during a visitation and/or service here.*

- A. Reception Center.....2-4 hours...\$600.00 per day
- B. Nativity Suite. or Garden Chapel Suite.2-4 hours...\$400.00 per day
- C. Outdoor Gazebos North deck or South..2-4 hours...\$250.00 per day

**EQUIPMENT**

**Hearse Within SF/SM Counties;).....\$450.00**

- A. Out of county transportation.....from Additional \$300.00
- B. VA National Cemetery, Dixon.....Additional \$500.00
- C. VA National Cemetery, San Joaquin Co.....Additional \$700.00

**Limousine**

- A. DSM limousine (7 passenger)  
(Within SF/SM Counties; 4 hours).....\$450.00
- B. Outside agency limousine  
(8-10 passengers; 4 hours maximum).....From \$500.00
- C. Additional hourly charge (per hour, over 4 hours).....\$100.00

**Floral Delivery or Floral set up (Within SF/SM Counties).....\$200.00**

**Other Uses of Equipment**

- A. Use of Funeral Ark at church or cemetery.....\$400.00
- B. Use of Funeral Ark (in DSM Chapel).....\$150.00

**MERCHANDISE (subject to applicable sales tax)**

**Casket Selection Range (A complete price list will be provided)**

- A. Caskets (adult).....\$1,590.00 - \$15,270.00
- B. Alternative Containers.....\$170.00 - \$1,990.00
- C. Air Trays.....\$ 400.00      Combination Unit.....\$590.00
- D. Casket Disposal Fee.....\$250.00

**Cremation Urns.....\$150.00 - \$ 2,550.00**

**BASIC SERVICES AVAILABLE**

**Forwarding Remains to another Funeral Firm.....\$3,390.00**

This charge includes local removal of remains, transportation to airport, necessary services of staff. Forwarding of remains may require embalming, shipping container, transportation costs and consulate or shipping handling fees which are not included in this cost. This charge does not include visitation, viewing, or any funeral ceremonies. For these and other options, please refer to other sections of this price list.

**Receiving of Remains from another Funeral Firm.....\$1,990.00**  
**Airport removal after 6PM-8AM.....\$2,290.00**

This charge includes removal of remains from local airport, temporary shelter of remains, transportation of remains to local cemetery and necessary services of staff. This charge does not include visitation or any funeral ceremonies at the funeral home. For these and other options, please refer to other sections of this price list.

**Immediate Burials.....From \$3,390.00**

This charge includes local removal, shelter of remains, transportation of remains to local cemetery and necessary services of staff. This charge does not include viewing, visitation or any funeral ceremonies at the funeral home. For these and other options, please refer to other sections of this price list.

- A. Immediate burial with casket provided by customer.....\$3,390.00
- B. Immediate burial with casket from funeral home.....From\*\* \$3,390.00  
\*\* (Casket cost; range: \$1,590.00-\$15,270.00)

**DIRECT CREMATIONS - includes minimum container....From \$2,150.00**

This charge includes local removal of remains, transportation to local crematory and necessary services of staff. This charge does not include cremation, viewing, visitation or any funeral or memorial ceremonies at the funeral home. For these and other options, please refer to other sections of this price list. If you want to arrange a direct cremation, you can use an alternative container. Alternative containers encase the body and can be made of materials like fiberboard or composition materials (with or without an outside covering). The containers we provide are cardboard.

- A. Direct cremation/container provided by customer.....From \$2,150.00
- B. Direct cremation/alternative container from funeral home  
with minimum container...From \$2,150.00
- C. Direct cremation/with casket purchase from funeral home.....  
.....From \*\* \$2,150.00  
\*\*Cremation alternative container cost range: \$170.00 - \$1,990.00

**CUSTOM PERSONALIZATION OPTIONS**

*Ask us about ways to make your service unique such as:*

- Video Streaming of Service up to 1 hour...DSM \$350.00...Church \$500.00  
Each Additional Hour.....\$200.00
- Imprinted Jewelry ~ Thumbprint.....From \$160.00
- 100 Custom service programs.....From \$230.00
- Custom 16x20 portraits including frame.....\$195.00 plus tax
- Video Tributes .....From \$300.00
- Various Musicians & Vocalists.....From \$200.00
- Dove Release.....1 dove from \$150.00, more doves inquire

**OTHER SERVICE RELATED MERCHANDISE**

- A. Guest book (prepared with service information).....\$ 75.00
- B. Acknowledgment/Thank you cards (per box of 25).....\$ 25.00
- C. Standard memorial cards (per 100).....\$ 80.00
- D. DSM "custom" memorial cards/folder w/photo per 100..From \$150.00  
\* Lamination additional \$1.00 per card

- E Guest book, 200 memorial cards, 50 acknowledgment cards...\$250.00
- F. Crucifix or other symbol (inside or outside casket).....\$ 40.00
- G. Gloves and boutonnieres for pallbearers (6).....\$ 50.00
- H. Rosary beads.....\$ 20.00
- I. Casket Panel insert.....From \$200.00
- J. Flag Holder (wooden case with glass).....\$295.00

The above prices do not include prices for certain items that you may ask us to arrange or purchase for you, such as flowers, cemetery or crematory services, church offerings, newspaper charges and other cash accommodation items. The prices for those items will be shown on your Statement of Funeral Goods and Services Selected. The following list is a sampling of cash advance items.

**CASH ACCOMMODATIONS**

- A. Disposition Permit.....\$ 12.00
- B. Certified copy of death certificate.....\$24.00 - \$ 30.00
- C. Newspaper Notice (estimate per day for SF Chronicle).....From \$700.00
- D. Honorarium.....
  - Clergy..... From \$200.00
  - Church.....From \$300.00
- E. Musician/Vocalist.....Each From \$200.00
- F. Cremation **Excess weight additional**.....From \$345.00 - \$2,885.00
- G. Flowers (casket spray).....From \$350.00
- H. Coroner fee - varies with each county.....From \$300.00
- I. Consulate fees (estimate).....From \$200.00
- J. Scattering at sea of cremated remains.....From \$250.00

These cash accommodations may be advanced for your convenience to individuals and institutions not associated with Duggan’s Serra Mortuary.

**We require the total of the cash accommodations paid prior to the services.**

**WARRANTIES**

The only warranties, expressed or implied, granted in connection with the goods sold with these funeral services, are expressly written warranties extended by the manufacturers thereof. No other warranties of merchantability or fitness for a particular purpose are extended by Duggan’s Serra Mortuary.

**DOMESTIC OR INTERNATIONAL SHIPPING**

**E. DIRECT DOMESTIC OR INTERNATIONAL SHIPPING HEARSE TO AIRPORT**

**(NO SERVICE, NO VISITATION, NO OBITUARY)**

Domestic With I.D. Viewing 15 minutes, up to 6 people.....\$3,890.00

International With I.D. Viewing 15 minutes, up to 6 people.....\$4,490.00

Includes basic services of forwarding remains to another funeral firm outlined in this price list on page 4. Additionally: • Licensed and certified professional embalming • Foreign translation of documents, if needed, for transfer of human remains • Document preparation • Hand-delivery of paperwork to local consulate, if required • Hearse to airport

4PM-8:00PM Visitation and/or Chapel service.....Additional \$1,500.00

Guest book, 100 memorial cards, 50 thank you cards.....Additional \$250.00

Hand delivery to/from Sacramento apostille filing.....\$700.00

**TERMS OF PAYMENT**

Check/Cash/cashier’s check/Visa/MasterCard/Discover Card

**PAYMENT IN FULL AT THE TIME OF ARRANGEMENTS OR WITHIN 72 HOURS OF INITIAL ARRANGEMENTS IN ORDER TO PROCEED WITH SCHEDULING SERVICES, CREMATION OR ORDERING DEATH CERTIFICATES.**

Unanticipated late payment will be charged 10% per annum. A fee of \$50.00 will be assessed on any returned checks. Signee is responsible for attorney/collection fees.