BETTER TOGETHER.

A Stronger Future for Selected Members

The proposed merger with NFDA strengthens Selected's ability to serve independent funeral homes for generations to come, while preserving the identity, standards and peer community members value.

WHAT STAYS:	WHAT GROWS:
Identity	Advocacy
Standards	Resources
Community	Stability

WHAT MEMBERS GAIN

How the Merger Benefits Members

LONG-TERM STABILITY

NFDA's financial strength and diversified revenue provide a more stable foundation for Selected's programs and member experience. Shared investment helps ensure these resources remain strong and sustainable.

MORE RESOURCES

Members gain access to expanded education, research, tools and best-practice guidance. These resources can help firms adapt, grow and thrive in a changing marketplace.

BROADER NETWORK

Connect with a larger, more diverse professional network while retaining the trusted peer exchange that defines Selected. More relationships create more opportunities to collaborate and learn.

LEADERSHIP PATHWAYS

Expanded programs create leadership opportunities for owners, managers and emerging professionals. NextGen, Leadership Academy and Selected Study Groups help strengthen the profession's leadership pipeline.

STRONGER ADVOCACY

NFDA's national reach gives Selected members a stronger voice on legislative, regulatory and consumer issues. Coordinated advocacy helps protect independent firms and advance the profession.

MOST IMPORTANTLY

SELECTED STAYS SELECTED

Selected remains a distinct designation for firms committed to its standards of excellence. Its peer community, Study Groups, Leadership Academy and signature programs continue within a stronger organization.

$ MEANINGFUL SAVINGS

As efficiencies are realized, we will continue to evaluate opportunities to enhance member benefits and reduce costs.

YOUR "YES" VOTE

Strengthens Selected

SELECTED *Independent* FUNERAL HOMES®

This partnership is designed to preserve what members value while building the capacity Selected needs for the future.

> A merger should be judged by whether members will be better served.
>
> This partnership gives Selected greater capacity and long-term stability, while preserving what makes Selected distinct.

QUESTIONS?

Scan Here!

Scan the QR code to submit your merger questions.

What Your Yes Vote Accomplishes

PROTECTING WHAT MAKES SELECTED SPECIAL

Your yes vote preserves Selected's identity, standards, educational programming, and peer communities, all protected within a stronger, unified organization.

STRENGTHENING YOUR FIRM'S FUTURE

You gain access to more advocacy, more resources, more leadership development, and a larger professional network, advantages that directly support your firm's long-term success.

SUSTAINING SELECTED FOR GENERATIONS

This merger ensures Selected's programs and community remain viable, vibrant, and well-resourced for generations. Stability today means strength tomorrow.

MEMBER TOWN HALL

Annual Meeting | Thursday, September 3, 2026 | 1:00–2:20 p.m.

LEARN MORE ABOUT THE PROPOSED MERGER

nfda.org/better-together

FAQs | Background materials | Ongoing updates