

COCHRANE WAGEMANN

FUNERAL DIRECTORS FD305

103 Lincoln Street, Roseville, CA 95678

COCHRANEWAGEMANN.COM

916.783.7171 office 916.783.6015 fax

General Price List

These prices are effective February 1, 2022 and are subject to change without notice.

OUR GUARANTEE OF EXCELLENCE

OUR FAMILY IS COMMITTED TO HELPING YOU CREATE AN INDIVIDUALIZED AND MEANINGFUL TRIBUTE TO YOUR LOVED ONE. SHOULD WE FAIL TO MEET YOUR EXPECTATIONS OR PROVIDE VALUE FOR THE FEE YOU ARE CHARGED, PLEASE LET US KNOW IMMEDIATELY AND WE WILL CORRECT ANY DEFICIENCY

- THE WAGEMANN FAMILY & STAFF



"PRIOR TO DRAFTING ANY CONTRACT FOR GOODS AND SERVICES, THE RESPONSIBLE PARTY OR THE DECEDENT'S SURVIVOR WHO IS HANDLING THE FUNERAL ARRANGEMENTS IS ENTITLED TO RECEIVE A COPY OF ANY PRENEED ARRANGEMENT 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"

For more information on Funeral, Cemetery and Cremation Matters, contact the Department of Consumer Affairs, Cemetery and Funeral Bureau, 1625 North Market Blvd., Suite S-208, Sacramento, CA 95834, Tel: 916-574-7870

"FAMILY OWNED – COMMUNITY FOCUSED"

PROFESSIONAL SERVICE PACKAGE OFFERINGS

To simplify the "General Price List" we have established the following Professional Service Packages that reflect the types of services most frequently requested. The nonuse of goods and services contained within these packages will not result in a reduction of the price of these packages. Packages **DO NOT** include casket, merchandise, sales tax, death certificates, permits, etc. Any item selected that is not included in the package is considered an additional charge. Contact us for details.

CREMATION PACKAGES

Simple Cremation – No Service

\$1,295

- *Basic Services of Funeral Director and Staff*
- *Transfer of Deceased into Our Care (Local – One Attendant)*
- *Preservative Refrigeration (Up to 5 Days)*
- *Sanitary Procedures and Dressing of Deceased*
- *Transfer of Deceased to Crematory*
- *Basic Crematory Fee, including Temporary Plastic Transportation Urn*
- *Service Vehicle (Local)*
- *Personalized Guestbook on Website for One Year*
- *Return of Cremated Remains to Family*
(Solidifying cremated remains through Parting Stone additional \$695)

Memorial Service – with Cremation

\$4,295

- *Basic Services of Funeral Director and Staff*
- *Transfer of Deceased into Our Care (Local – One Attendant)*
- *Preservative Refrigeration (Up to 5 Days)*
- *Sanitary Procedures and Dressing of Deceased*
- *Transfer of Deceased to Crematory*
- *Basic Crematory Fee, including Temporary Plastic Transportation Urn*
- *Memorial Service at Funeral Home Chapel with use of all Video/Audio Equipment*
- *Service Vehicle (Local)*
- *Personalized Guestbook on Website for One Year*

ADDITIONAL FEES MAY APPLY - CONTACT US FOR DETAILS

Graveside/Niche-Side Service – with Cremation

\$4,695

- *Basic Services of Funeral Director and Staff*
- *Transfer of Deceased into Our Care (Local – One Attendant)*
- *Preservative Refrigeration (Up to 5 Days)*
- *Sanitary Procedures and Dressing of Deceased*
- *Transfer of Deceased to Crematory*
- *Basic Crematory Fee, including Temporary Plastic Transportation Urn*
- *Graveside/Niche-side Service at Cemetery (Local)*
- *Funeral Vehicle/Coach (Local)*
- *Service Vehicle (Local)*
- *Personalized Guestbook on Website for One Year*

Traditional Service – Visitation with Cremation

\$5,395 (Open Casket) / \$5,195 (Closed Casket)

- *Basic Services of Funeral Director and Staff*
- *Transfer of Deceased into Our Care (Local – One Attendant)*
- *Embalming (Unautopsied) or Preservative Refrigeration (Up to 5 Days)*
- *Cosmetology OR Sanitary Procedures, Dressing & Placement of Deceased in Casket*
- *Visitation Service at Our Chapel or Another Facility (3 Hours)*
- *Funeral Service at Our Chapel or Another Facility*
- *Funeral Coach (Local)*
- *Service Vehicle (Local)*
- *Transfer of Deceased to Crematory*
- *Traditional Crematory Fee, including Temporary Plastic Transportation Urn*
- *Personalized Guestbook on Website for One Year*

ADDITIONAL FEES MAY APPLY - CONTACT US FOR DETAILS
Embalming is required by Cochrane & Wagemann Funeral Directors
For Any Open Casket Visitation or Service

Traditional Service – No Visitation with Cremation

\$4,995 (Open Casket) / \$4,795 (Closed Casket)

- *Basic Services of Funeral Director and Staff*
- *Transfer of Deceased into Our Care (Local – One Attendant)*
- *Embalming (Unautopsied) or Preservative Refrigeration (Up to 5 Days)*
- *Cosmetology OR Sanitary Procedures, Dressing & Placement of Deceased in Casket*
- *Funeral Service at Our Chapel or Another Facility*
- *Funeral Vehicle/Coach (Local)*
- *Service Vehicle (Local)*
- *Transfer of Deceased to Crematory*
- *Traditional Crematory Fee, including Temporary Plastic Transportation Urn*
- *Personalized Guestbook on Website for One Year*

ADDITIONAL FEES MAY APPLY - CONTACT US FOR DETAILS
Embalming is required by Cochrane & Wagemann Funeral Directors
For Any Open Casket Visitation or Service

BURIAL PACKAGES

Traditional Funeral Service – With Visitation

\$5,195 (Open Casket) / **\$4,995** (Closed Casket)

- *Basic Services of Funeral Director and Staff*
- *Transfer of Deceased into Our Care (Local – One Attendant)*
- *Embalming (Unautopsied) OR Preservative Refrigeration (Up to 5 Days)*
- *Cosmetology OR Sanitary Procedures, Dressing & Placement of Deceased in Casket*
- *Visitation at Our Chapel or Another Facility (3 Hours)*
- *Funeral Service at Our Chapel or Another Facility*
- *Committal Service*
- *Funeral Vehicle/Coach (Local)*
- *Service Vehicle (Local)*
- *Personalized Guestbook on Website for One Year*

Traditional Funeral Service – No Visitation

\$4,895 (Open Casket) / **\$4,695** (Closed Casket)

- *Basic Services of Funeral Director and Staff*
- *Transfer of Deceased into Our Care (Local – One Attendant)*
- *Embalming (Unautopsied) or Preservative Refrigeration (Up to 5 Days)*
- *Cosmetology OR Sanitary Procedures, Dressing & Placement of Deceased in Casket*
- *Funeral Service at Our Chapel or Another Facility*
- *Committal Service*
- *Funeral Vehicle/Coach (Local)*
- *Service Vehicle (Local)*
- *Personalized Guestbook on Website for One Year*

ADDITIONAL FEES MAY APPLY - CONTACT US FOR DETAILS
Embalming is required by Cochrane & Wagemann Funeral Directors
For Any Open Casket Visitation or Service

Graveside Service – With Visitation

\$4,995 (Open Casket) / **\$4,795** (Closed Casket)

- *Basic Services of Funeral Director and Staff*
- *Transfer of Deceased into Our Care (Local – One Attendant)*
- *Embalming (Unautopsied) or Preservative Refrigeration (Up to 5 Days)*
- *Cosmetology OR Sanitary Procedures, Dressing & Placement of Deceased in Casket*
- *Visitation Service at Our Chapel or Another Facility (3 Hours)*
- *Graveside Service*
- *Funeral Vehicle/Coach (Local)*
- *Service Vehicle (Local)*
- *Personalized Guestbook on Website for One Year*

Graveside Service – No Visitation

\$4,595 (Open Casket) / **\$4,395** (Closed Casket)

- *Basic Services of Funeral Director and Staff*
- *Transfer of Deceased into Our Care (Local – One Attendant)*
- *Embalming (Unautopsied) or Preservative Refrigeration (Up to 5 Days)*
- *Cosmetology OR Sanitary Procedures, Dressing & Placement of Deceased in Casket*
- *Graveside Service*
- *Funeral Vehicle/Coach (Local)*
- *Service Vehicle (Local)*
- *Personalized Guestbook on Website for One Year*

ADDITIONAL FEES MAY APPLY - CONTACT US FOR DETAILS
Embalming is required by Cochrane & Wagemann Funeral Directors
For Any Open Casket Visitation or Service

ITEMIZED PRICES

PROFESSIONAL SERVICES

Basic Services of Funeral Director and Staff.....\$1,895

Our fee for the Basic Services of Funeral Director and Staff includes, but is not limited to, Staff to respond to the initial request for service, arrangement conference with family and responsible parties; arrangement of the service/tribute; preparation and filing of necessary authorizations and permits; recording of vital statistics; and coordination with those providing other portions of the funeral, e.g., cemetery, crematory, clergy, and others as required. Also included in this charge are overhead expenses relative to our facilities such as professional licensing, legal and accounting fees, insurance, building and utility expenses, parking lot and ground maintenance, taxes, equipment, furnishings, inventory costs, record keeping, secretarial and administrative expenses.

The charge for our Basic Services Fee will be added to the total cost of the funeral arrangements you select (this fee is already included in our charges for direct cremation, immediate burial, and forwarding/receiving of remains).

Embalming.....\$675

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.

- *Embalming Preparation for Deceased over 300 lbs.....Additional \$295*
- *Repair of Deceased following Autopsy/Anatomical Donation/Major Restoration
(1 Hr. Min.) \$195 per Hour*

OTHER PREPARATION OF THE DECEASED

Cosmetology, Dressing and Placement of Deceased in Casket.....\$395

- *Deceased over 300 lbs.....Additional \$295*

Sanitary Procedures, and Dressing of Deceased without Embalming.....\$395

- *Deceased over 300 lbs.....Additional \$295*

Preservative Refrigeration (Up to 5 Days).....\$395

It is the policy of our firm, in compliance with State law, to require Refrigeration of an un-embalmed body after 24 hours.

Custodial Care (Embalmed OR Preservative Refrigeration) Over 5 Days.....\$95/Day

Facilities for Ritual Bathing, Private Autopsy or Anatomical Donation.....\$495

Pacemaker Removal/Return to Manufacturer (Required for Cremation).....\$95

Facility for Outside Hair Stylist/Cosmetologist/Family Dressing.....\$250

Hair Locket Keepsakes/Digital Identification Photos.....\$50

Release of Digital Fingerprint.....\$50

SERVICES AND FACILITIES

Visitation at Funeral Home OR Other Facility (3 Hours).....\$450
Our services include Visitation setup, display of all floral tributes, supervision and attendance during the Visitation.

- *Additional Charge for Evening Visitation Service/Rosary/Vigil.....\$195*
- *Each Additional Hour.....\$195*
- *Visitation Immediately Prior to Service (1 Hr.).....\$195*

ID Viewing.....\$295
Viewing of un-embalmed deceased by next-of-kin (CA Health & Safety Code 7100), for up to 30 minutes (Monday-Friday between 10:00AM-3:00PM).

Additional fees and services may apply for viewing by other individuals.

Funeral/Memorial Service at Our Chapel/Other Facility (2 Hours).....\$675
Our services include setup for Funeral/Memorial Service, coordination of floral tributes, supervision and attendance at the Funeral/Memorial Service by licensed and/or certified staff.

Graveside /Niche-side Service (2 Hours).....\$675
Our services include coordination of the floral tributes, supervision and attendance at the Graveside/Niche-side Service by licensed and/or certified staff.

Committal Service (Local – Separate Event from Service).....\$295
Waiting Time Between Funeral and Committal (per Hr.).....\$95
Saturday/Sunday Visitation and/or Service (10 AM - 2 PM).....Additional \$495
Holiday Visitation and/or Service (10 AM - 2 PM)..... Additional \$695
Saturday/Sunday/After Hour Arrangements..... Additional \$295
Missed Appointment Fee (2 Hr. Prior Notice).....\$100
Staff Assistance with Placing Obituaries (Ea.).....\$75

Staff Assistance with Coordinating Military Honors/VA Cemetery/Documents.....\$95
Miscellaneous Manpower/Administrative Fee (Per Hr.).....\$95

Rental of Chapel and Staff of.....\$1,495
(For Families that have used other funeral facility for burial/cremation needs)
Our services include: Setup and use of facilities for memorial services, a proportionate share of overhead expenses, supervision and attendance at memorial service by licensed and/or certified staff.

Scheduling for services available Monday - Friday 10 AM - 4 PM (unless otherwise noted).

AUTOMOTIVE (30 MILE RADIUS)

Transfer of Deceased into Our Care (One Attendant)	\$450
• Residential Transfer/or for Additional Staff.....	Additional \$125
• Deceased Over 300 lbs.....	Additional \$195
• Arrival Time Designated by Family.....	Additional \$145 Per Staff Member
Funeral Vehicle/Coach	\$395
Service & Utility Vehicle	\$195
Flower Vehicle	\$245
Limousine (3 Hr. Period - \$100/Hr. thereafter)	\$375 & Up
Transfer of Deceased to Crematory/Cemetery/Another Location	\$195
Transfer of Deceased to Airport (Sacramento)	\$250
Transfer of Deceased to Airport (San Francisco)	\$450
Mileage Charge – Sacramento Valley National Cemetery	\$45
Mileage Over 30 Mile Radius (All Funeral Vehicles)	\$3.50/Mile (One Way)

SPECIAL CHARGES

Forwarding Remains to Another Funeral Home.....**\$2,495**
This charge includes the transfer of the deceased into our care, basic services of the funeral director and staff, embalming, necessary authorizations and local transportation to the airport. This charge DOES NOT include any merchandise, visitation, rites or ceremonies prior to or after the forwarding of the remains. Additional charges may apply.

Receiving Remains from Another Funeral Home.....**\$1,695**
This charge includes the transfer of the deceased into our care, basic services of funeral director and staff and transportation of deceased to cemetery. This charge DOES NOT include any merchandise, visitation, rites or ceremonies prior to or after any disposition. Additional charges may apply.

Immediate Burial (No Service).....**\$2,195 - \$9,190**
*This charge includes the transfer of the deceased into our care, basic services of funeral director and staff, preservative refrigerated holding of deceased, local transportation to cemetery. This charge DOES NOT include any merchandise, visitation, rites or ceremonies public or private, prior to or after burial or cash advances. Transfer of the deceased for Immediate Burial takes place at the convenience and time agreed between the funeral home and cemetery
(No Family will be Present at the Time of Delivery). Additional charges may apply.*

- **Immediate Burial with Casket Provided by Purchaser**.....**\$2,195**
- **Immediate Burial with Minimum Adult Casket from Our Business**.....**\$3,690**
- **Immediate Burial with Casket Selected from Our Business**.....**\$2,195**
- **Family Witness (Max. 5 Individuals-No Service)**.....**Additional \$325**

Disinterment.....**\$2,095**
Basic services of funeral director and staff, transfer to mortuary from place of disinterment, and utility vehicle to transport to airport or other cemetery within 30 miles. Additional charges may apply.

Direct Cremation (No Service).....\$1,295- \$8,380

This charge includes the transfer of the deceased into our care, preservative refrigerated holding of the deceased (up to 7 days – additional charges apply), necessary authorizations, basic services of funeral director and staff, transportation to the local crematory and the crematory fee (up to 300 lbs.) This charge DOES NOT include any merchandise, visitation, rites or ceremonies, public or private, prior to or after cremation or cash advances. Additional charges may apply.

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 made of heavy fiberboard, heavy cardboard, or composition materials.

- *Direct Cremation with Container Provided by Purchaser.....\$1,295*
- *Direct Cremation with Minimum Cardboard Container.....\$1,390*
- *Direct Cremation with Container Selected from Our Business.....\$1,295*

This process can take up to 14 business days, or longer.

It is dependent upon signatures of the physician and/or coroner on the death certificate, as well as the schedule of the county Health Department and Crematory.

CREMATION RELATED SERVICES

Crematory Fees

Basic Crematory Fee (Cardboard Container, Up to 300 lbs).....\$295
Traditional Crematory Fee (Non-Cardboard Container, Up to 300 lbs).....\$395
(301 – 400 lbs).....Add \$110
(401+ lbs).....Add \$2.50/lb

Note: Weight will be determined by the Crematory at time of Cremation

Witness Cremation.....\$395
Solidifying cremated remains through Parting Stone.....\$695
Expedited Cremation (From Time Permit is Obtained).....\$195
Mailing of Cremated Remains (Registered Mail/Return Receipt).....\$150
Local Delivery of Cremated Remains (30 Mile Radius).....\$125
Delivery of Cremated Remains to Sacramento Valley Nat'l Cemetery.....\$275
Cremated Remain Placement into 3rd Party Urns.....\$50 Ea.
Cremated Remain Placement into 3rd Party Keepsakes.....\$25 Ea.
Splitting of Cremated Remains.....\$95
Additional Neoprene Plastic Urns.....\$25 Ea.
Cremated Remain Custodial Fee (Per Day After 30 Days Upon Receipt From Crematory).....\$75
Notarized Cremation Certification Letter.....\$95 Ea.

SCATTERING SERVICE BY AIRPLANE (UNATTENDED)

Area One (Includes San Francisco Bay/Golden Gate Bridge & North Bay).....\$395
Area Two (Includes Lake Tahoe (Nevada), Sierra Mountains & Reno (Nevada)).....\$450
Area Three (Includes Half Moon Bay, Santa Cruz, Monterey & Carmel).....\$495
Additional Scattering Services are Available Upon Request

Use of Ceremonial Urn Ark (At Funeral Home).....\$275

ADDITIONAL SERVICES

<i>Mailing of Death Certificates</i>	\$45
<i>Forwarding of Documents (FEDEX or Certified Mail)</i>	\$95
<i>International Transportation Fee (In Addition to Consulate Costs/Airfare, etc.)</i>	\$600
<i>Memorial Marker Processing Fee</i>	\$195
<i>Life Insurance Claim Processing Fee</i>	\$395
<i>Misc. Clerical Fee</i>	\$95/Hr.
<i>Non-Sufficient Funds Fee</i>	\$45
<i>Casket Disposal Fee</i>	\$495
<i>Home Arrangement Appointment (In addition to weekend/after hours fee)</i>	\$195
<i>Reordering Death Certificates/Refiling or Replacing Disposition Permits</i>	\$35

MERCHANDISE

<i>Caskets</i>	\$1,495 - \$6,995
<i>A Casket Price List will be provided at the Funeral Home</i>	
<i>Alternative Containers</i>	\$95- \$595
<i>A Complete List will be provided at the Funeral Home</i>	

MEMORIAL PRODUCTS

<i>Memorial Box Sets</i>	\$145 and Up
<i>Includes 100 Memorial Folders, Memorial Book, 50 Acknowledgement Cards, and Pen</i>	
<i>Memorial Books</i>	\$45 & Up
<i>Memorial Folders (per 100)</i>	\$100 & Up
<i>Prayer Cards (per 100)</i>	\$75 & Up
<i>Acknowledgement Cards (Box of 25)</i>	\$35 and Up
<i>Crucifix</i>	\$45
<i>Rosary Beads</i>	\$25

ADDITIONAL PRODUCTS

<i>Air Tray</i>	\$295
<i>Combination Unit</i>	\$295
<i>Rental Casket</i>	\$1,295

CASH ADVANCES – (Items We Advance on Your Behalf)

<i>Death Certificates (Each)</i>	<i>\$24</i>
<i>If a County charges for a Death Certificate is different than \$24, the actual cost will be charged.</i>	
<i>State Permit (Each)</i>	<i>\$12</i>
<i>Coroner Fee</i>	
<i>Sacramento County</i>	<i>\$400</i>
<i>Placer County</i>	<i>\$160</i>
<i>Other</i>	<i>Actual Rate</i>
<i>Dept. of Consumer Affairs Fee (Per Cremation)</i>	<i>\$8.50</i>
<i>Celebrant</i>	<i>\$350</i>
<i>Note: Some Clergy/Churches have an established amount</i>	
<i>Soloists/Organists (Suggested)</i>	<i>\$100 - \$150</i>
<i>Consulate Fees (In Addition to Our Fee)</i>	<i>At Cost</i>
<i>Newspaper Notices (Per Newspaper, Per Day)</i>	<i>At Cost</i>
<i>Motor Escorts (Min. 2 – Monday-Friday)</i>	<i>At Cost</i>
<i>(The Motor Escort Company needs to know the approximate number of vehicles and will advise how many Escorts are required)</i>	

DISCOUNT POLICY

Law Enforcement Officers, Fire Fighters, Military: We deeply appreciate the difficult and dangerous conditions our military and first responders undergo to protect us here in Placer and Sacramento County. Cochrane & Wagemann will donate all of its' Service Fees in memory of any active first responder, or military personnel residing in Placer or Sacramento Counties who died in the line of duty. Cash Advances will need to be paid at the full or normal rates and any merchandise purchased will be offered at our cost.

Our Precious Children: No family should have to endure the death of a child. When this tragedy happens, the Cochrane & Wagemann wants to assist the family by providing our services at a fifty (50%) discount from our standard Service Fees, or \$475 for direct cremations for children ages 0 to 1 years old. Any Cash Advances will need to be paid at the full or normal rate and any merchandise will be offered at our cost.

ELECTRONIC SIGNATURE SERVICE

We are pleased to offer families the option to sign various forms electronically using a 3rd Party Vendor. While this option is available to all families that we serve, it may be deemed necessary by the Funeral Provider for certain forms to be signed in the presence of a staff member, or for certain selections of goods and services to be made in person. The Funeral Provider assumes no fault in technical difficulties while using this service.

PAYMENT POLICY

PAYMENT IS DUE AT THE TIME OF THE ARRANGMENT.

OUR PAYMENT POLICY IS THAT FULL PAYMENT IS DUE AT THE TIME OF THE ARRANGEMENT, AND NO LATER THAN 7 CALENDAR DAYS AFTER SINGING A CONTRACT. A LATE PAYMENT FEE OF 1.5% OF THE OUTSTANDING BALANCE DUE AMOUNT WILL BE ASSESSED FOR ALL AMOUNTS PAID AFTER THIS PERIOD, RECURRING EVERY 30 DAYS.

WE ARE PLEASED TO ACCEPT CASH, PERSONAL CHECK, CASHIER'S CHECK, MONEY ORDERS OR MAJOR CREDIT CARDS. A 3.0% FEE APPLIES FOR ALL CREDIT CARD PAYMENTS. THIS FEE IS NONREFUNDABLE IN THE EVENT OF THE NONUSE OF PURCHASED GOODS AND SERVICES.

WE WILL ACCEPT THE PROCEEDS OF QUALIFIED INSURANCE POLICIES THAT ARE VERIFIED WITH THE INSURANCE COMPANY BEFORE ACCEPTANCE AND ARE DETERMINED ASSIGNABLE. AMOUNTS BEYOND THE AMOUNT ASSIGNED WILL BE PAID DIRECTLY TO THE BENEFICIARY. AN ADDITIONAL FEE OF **\$395** APPLIES TO THIS OPTION. CASH ADVANCE ITEMS ARE NOT PERMITTED. IF PAYMENT IS NOT RECEIVED WITHIN 60 DAYS, THE NEXT OF KIN OR PERSON AUTHORIZING SERVICES WILL BECOME PERSONALLY RESPONSIBLE FOR PAYMENT IN FULL

NOTE

If an overnight stay is required due to the round trip exceeding 400 miles or due to no fault of our own, our driver and vehicle cannot safely return the same day, there will be an additional charge of \$250/night for overtime, hotel and meal expenses, in addition to the Additional Mileage Fee.

Cochrane & Wagemann is proud to offer for every family they serve an online memorial, with register book, through their website, CochraneWagemann.com, which may be published through the 3rd party websites such as Legacy.com. This memorial is published automatically after entering into a contract for goods and services with the funeral provider. Should a family desire any information modified, omitted, or the online memorial removed at CochraneWagemann.com, family must present a written request to any funeral home staff in person or by email. Any requests for modifications, omissions, or removal from Legacy.com can be submitted to Info@Legacy.com for their attention.