

Security National Financial Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Security National Financial Corp. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Security National Financial Corp. and its competitors. This provides our Clients with a clear understanding of Security National Financial Corp. position in the Industry.

The report contains detailed information about Security National Financial Corp. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Security National Financial Corp.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Security National Financial Corp. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and

company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Security National Financial Corp. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Security National Financial Corp. business.

About Security National Financial Corp.

Security National Financial Corporation engages in the life insurance, cemetery and mortuary, and mortgage loans businesses primarily in the United States.

Segments

The company operates in three primary business segments: Life Insurance; Cemetery and Mortuary; and Mortgage Loans.

LIFE INSURANCE SEGMENT

This Life Insurance segment engages in the sale and service of selected lines of life insurance, annuity products, and accident and health insurance. These products are marketed in 38 states through a commissioned sales force of independent licensed insurance agents who might also sell insurance products of other companies.

Life Insurance

The company, through Security National Life Insurance Company (Security National Life) and its insurance subsidiaries, Security National Life of Louisiana, Memorial

Insurance Company of America, Capital Reserve Life Insurance Company, and Southern Security Life Insurance Company, issues and distributes selected lines of life insurance and annuities. Its life insurance business includes funeral plans, and interest-sensitive life insurance, as well as other traditional life and accident and health insurance products. It places specific marketing emphasis on funeral plans through pre-need planning and traditional whole life products sold in association with the costs of higher education.

The company, through Higher Education Division, markets strategies for fund accumulations for college and repayment of student loans and expenses a student might have after college. The product used for this market is a 10-Pay Whole Life Policy with an annuity and payor rider. The products are offered to parents who have children under the age of 25.

The company's majority of funeral plan premiums come from the states of Arizona, Arkansas, California, Idaho, Kansas, Louisiana, Mississippi, Missouri, Oklahoma, Tennessee, Texas, and Utah. A majority of its non-funeral plan life insurance premiums come from the states of Georgia, Louisiana, Maryland, South Carolina, Tennessee, Texas, Utah, Virginia, and the District of Columbia. The company sells its life insurance products through direct agents, brokers and independent licensed agents who may also sell insurance products of other companies.

Annuities

The company's annuity business includes single premium deferred annuities, flexible premium deferred annuities, and immediate annuities. A single premium deferred annuity is a contract where the individual remits a sum of money to the company, which is retained on deposit until such time as the individual might wish to annuitize or surrender the contract for cash. A flexible premium deferred annuity gives the contract holder the right to make premium payments of varying amounts or to make no further premium payments after the initial payment. The market for the company's annuities is middle to older age individuals who wish to save or invest their money in a tax-deferred environment.

Accident and Health

The company has a block of accident and health policies that pay limited benefits to policyholders. It offers diver's and limited recreational accident policies. These policies provide worldwide coverage for medical expense reimbursement in the event of diving

or certain recreational sports accidents. The company markets its accident policies through Web marketing.

CEMETERY AND MORTUARY SEGMENT

The Cemetery and Mortuary segment consists of five cemeteries in the state of Utah and one cemetery in the state of California, and seven mortuaries in the state of Utah and three in the state of Arizona. The company also engages in pre-need selling of funeral, cemetery, and cremation services through its Utah, Arizona, and California operations.

The company, through its cemetery and mortuary operations, markets various products and services on a pre-need basis (prior to death) and at-need basis (at the time of death). The products include grave spaces, interment vaults, mausoleum crypts and niches, markers, caskets, flowers, and other related products. The services include professional services of funeral directors, opening and closing of graves, use of chapels and viewing rooms, and use of automobiles, and clothing. It has a funeral chapel at each of its cemeteries, other than Holladay Memorial Park and Singing Hills Memorial Park, and has six separate mortuary facilities. The company's pre-need cemetery and mortuary sales are marketed to persons of all ages but are purchased by persons 45 years of age and older.

MORTGAGE LOAN SEGMENT

The Mortgage Loan segment originates and underwrites residential and commercial loans for new construction, existing homes, and real estate projects. The mortgage loan segment operates through 32 wholesale and retail offices in 11 states, and is an approved mortgage lender.

The company, through its wholly owned subsidiary, SecurityNational Mortgage Company (SecurityNational Mortgage), is active in the residential and commercial real estate markets. It also originates residential construction loans. Security National Capital, a subsidiary of SecurityNational Mortgage, originates commercial real estate loans both for internal investment, as well as for sale to unaffiliated investors.

The company's residential mortgage lending services are marketed to mortgage originators. It maintains a retail origination presence in the Utah, California, and Texas markets in addition to 19 wholesale branch offices located in Arizona, California, Florida, Hawaii, Indiana, Kansas, Oklahoma, Oregon, Texas, Utah, and Washington.

History

Security National Financial Corporation was founded in 1965.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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