

Southern[®]

◆ FUNERAL DIRECTOR ◆ MAGAZINE

October 2020

www.sfdmagazine.com

2021 Professional Car Issue and Future of Hearse Designs

Cadillac New Chassis Design - Crossover Time
by Bob Mazarella

Springfield Coach's All-in-One 2020 Mercedes Metris
V-Class Makes So Much Sense by Patricia Hartley
Professional Car Society, Looking Back Over the Years
by Gregg Merksamer

Seek Reconciliation, NOT Resolution Alan D. Wolfelt
Funeral Home Website Traffic Is Irrelevant Without
Conversions by Welton Hong

Keys to Service = Eternal Question of "Why"
by Todd Van Beck

South Carolina Funeral Directors Mid-Winter Agenda,
February 1-3, 2021



"Your Brand Icon Awaits"



R
ROSEWOOD
Classic Coach

Testimonials

*"They love it."
"It sets us apart."*
Joe - Houston, TX

*"When we released our video of the vehicle on
social media we had 8,500 hits and views."*
Brian - Philadelphia, PA

*"Should have seen this coming, now
I'm a target (from the competition)."*
Hilary - Toledo, OH



*Call us today for the latest on Price and Delivery
Offering Custom Hearses & Sedans*

1215 E. Broadway • Morrilton, AR 72110 • 501.477.2229 • www.rosewoodclassiccoach.com



Rosewood Classic Coaches are built to order by a talented team of craftsmen and artists led by Richard Neal, a fourth-generation funeral director, and new business partner Michael E. Miller.

Miller brings with him the passion of an automotive enthusiast with a business acumen built on over four decades of owning and managing a diverse portfolio of successful companies.

Rosewood creates custom retro-look hearses and livery-ready Princess Formal Sedans that never go out of style like a common contemporary coach. "Because Rosewood Coaches and Formal Sedans are timeless by design, people go nuts when our cars roll up and they attract a sea of cameras wherever they're used. Do people photograph your current hearse?"

The timeless exterior of every Rosewood Classic Coach is underpinned by equally enduring engineering, beginning with a ladder-type box section steel chassis built in-house around heavy-duty General Motors truck components and a 430 HP, fully GM-warranted Chevrolet LS3 fuel-injected V-8. This powerplant is teamed with a commercial capacity 4L65E automatic transmission. Standard rear air ride suspension gives the funeral director customizable ride height and comfort. The body's corrosion-resistant composite panels are bonded to a race car-style safety cage with aircraft-grade adhesive, while trim components are high quality stainless steel. Whether the customer chooses a Grand Vista funeral coach fitting arch-shaped floor-to-ceiling glass or a Grand O'Vale, cleverly named for its seven-foot-long "Grand Oval" viewing windows, the tall, square profiles of both cars allow their 46-inch-wide loading doors to open 180 degrees for easy access to the casket table and the church truck storage area above the rear bumper. The classic coachwork proportioning also creates space in the lower starboard flank for a four-foot-square, 1,000-pound capacity slide-out storage drawer, and minimizes transmission tunnel intrusion in the driver's compartment. The driver's compartment also features optional 6-way power seating, a precision CNC-cut mahogany finished dashboard and an Art Deco "banjo" spoke tilt steering wheel. Rosewood has made previous optional equipment standard on current models, including: rear backup camera, body color matched wheels, large glass back door, dual flag masts, wig-wag lights and hardwood casket area with accents. As evidence of his attention to detail, Neal "had to actually engineer the beads on the casket compartment's curtain tassels so they wouldn't tap against the window glass while you're driving", along with how [the] woodwork's genuine gold leaf accents appearing to "float in the clearcoat". "First, we put down a thick layer of clearcoat, sand it rough, apply gold leaf and pour more clearcoat on top like Karo syrup. In 24 hours, it flattens out to a perfect finish."

Rosewood also offers a Grand Vista Protégé hearse trailer that fits self-contained electric brakes so it can be safely hitched to any vintage car, street rod, tractor or trike-type motorcycle owned by the deceased or the funeral director. It can also be optionally fitted with LED video screens and external, boat-grade speakers for playing music at the burial. Neal notes, adding a trailer purchased in conjunction with a Formal Sedan is "a great option for a livery service or a funeral home that also does VIP limo business." Whichever Rosewood creation ultimately captures the customer's fancy, Neal is intent on speeding their fulfillment, explaining that "we're always looking for better, faster ways to produce our vehicles while maintaining the handcrafted quality we're known for." Rosewood continues to make strides to the assembly process with the goal of producing one car a week.

New financing options are now available with competitive terms and easy transactions. With Mr. Neal's continued guidance and Mr. Miller providing a refreshed approach to coach building, Rosewood Classic Coach continues to be the finest source for a highly stylized and custom funeral vehicle in the industry.



ROSEWOOD
Classic Coach

1215 E. Broadway
Morrilton, AR 72110

501.477.2229

www.rosewoodclassiccoach.com

Southern[®]

◆ FUNERAL DIRECTOR ◆

MAGAZINE

FEATURES

- 6 Guest Notes from the Editor by Bob Mazzarella
- 8 Springfield Coach's All-in-One 2020 Mercedes Metris by Patricia Hartley
- 10 Professional Car Society, Looking Back Over the Years by Gregg Merksamer
- 16 Seek Reconciliation, NOT Resolution Alan D. Wolfelt
- 20 Funeral Home Website Traffic Is Irrelevant Without Conversions by Welton Hong
- 24 Keys to Service = Eternal Question of "Why" By: Todd Van Beck
- 28 South Carolina Funeral Directors Mid-Winter Agenda, February 1-3, 2021

When you look outside
And see that it's fall
It's time to be thankful
For family and all
Happy Thanksgiving!



October 2020

Southern Funeral Director Magazine®
Vol. 175 No. 9

The National Funeral Service Journal
with a Southern Accent Since 1919

Celebrating 101 Years of Service to the Industry

Southern Funeral Director Magazine, LLC is a ® and registered with the United States Patent and Trade Office and assigned serial number 'USPTO 85831455'

Any other claims from third parties to the name "Southern Funeral Director" are without validity and justification. Southern Funeral Director Magazine, LLC., is in good standing and in compliance with the Office of the Secretary State of Georgia, and John W. Yopp is the Publisher and Editor

POSTMASTER:

Notify us of address changes by form 3579 to:
Southern Funeral Director Magazine®
P.O. Box 768152
Roswell, GA 30076



John W. Yopp
Publisher/Editor
404-312-6640
johnyopp3@aol.com



Joe Weigel
Associate Editor
joseph.weigel@gmail.com



Kathy A. Guillory
Graphics/Art Director
kathyakopov@gmail.com

FuneralCall

On The Go

Simplicity at your fingertips.



"We absolutely love the FuneralCall App. We can access our messages at anytime, and it's so easy to use!"

- Ellen McBrayer
Jones Wynn
Funeral Homes
& Crematory

888-239-0351 | www.funeralcall.com

Amb&Coach Sales

Service Since 1964



Ellis Galyon
615-481-8021



Randy Garner
479-459-3641



Hal Singleton
770-500-0923



McKinley Joyce
615-419-6585



Wayne Day
256-504-4105



Chad Garner
479-461-6259



Tony Tanner
352-286-0966



Darryl Streed
716-485-1133



XT5 Medalist Coach

A Legacy of Excellence



**FEDERAL
COACH • LIMO**

Kensington



888-336-8421 • ambulanceandcoach.com
1212 Jo Johnston Avenue, Nashville, Tennessee 37203



New • Pre-Owned • Leasing • In House Financing • Parts



notes from the editor

Guest Notes from the Editor by Bob Mazzarella

Cadillac has officially reaffirmed its commitment to creating professional chassis vehicles with its launch of the XT 5 Crossover Chassis in 2021. For the first time, Cadillac's new generation of hearses and limousines will be built on the crossover model rather than the sedan. The crossover has several exciting distinctive features, including higher ground clearance for easier ingress and egress, the option for all-wheel drive, 2.0L four-cylinder turbo engine that increases acceleration from zero to sixty, nine-speed transmission, higher torque, and better gas mileage.

The interior features higher headroom, increased underfloor storage with the new Space-Saver Spare Tire, increased load door height, and wider space between the wheelhouses (42.5 inches in the XT 5 compared to 40 inches in the XTS). Despite the crossover's exciting new elements, Cadillac has maintained its trademark details from the XTS: full seat travel, 116-inch floor length, and exterior bodylines and style.



Unlike the radical changes from the DTS to XTS, the crossover mirrors the previous model's exterior appearance. This means that the XTS chassis will not look dated next to the XT 5.

Despite the eightyyear difference between models, they will flow seamlessly together as one line of chassis vehicles. The four-railed framing on the chassis supports conversion into either a hearse or limousine. Although four-railed framing in the hearse will maintain the appearance, the same will not be true for the limousine. The limousine will be shorter in length by eleven inches, taller by seven inches, and wider by 2 inches. The shorter length increases maneuverability, the height eases ingress and egress and increases headroom, and the width increases interior comfort. (It should be noted at the time of this article's publication, Cadillac has not yet created the limousine. The only available image is an SNS-created prototype.) Perhaps the most significant difference in the limousine models is the shift from the traditional decklid design to a hatch-style door. The hatch design improves the vehicle's storage. Wheelchairs, walkers, flowers, flags, umbrellas, and other equipment will easily fit into the new XT 5 limousine.

Lastly, Cadillac is extending the six-year, 100,000-mile full coverage warranty to not only its hearses but also its limousines. Although this warranty has been the norm for hearses, limousines have traditionally had the less-inclusive four-year, 50,000-mile warranty. Cadillac refers to its plan to cover both limousines and hearses under the sixyear,

100,000-mile warranty as the Professional Vehicles Protection Program ("PVPP"). PVPP further demonstrates Cadillac's commitment to continue producing top-of-the-line professional chassis vehicles.



COACH SALES

"Since 1969"

www.americancoachsales.com

888-321-6613

New & Pre-Owned Funeral Vehicles

**WE SELL THEM ALL! CALL AMERICAN COACH,
WHERE YOU MAKE THE CHOICE!**



**FEDERAL
COACH • LIMO**



Armbruster-Stageway
GENERATIONS OF FINE LIMOUSINE CRAFTSMANSHIP



2021

**Cadillac Platinum
Master Coach**



2020

**Lincoln MK
Grand Legacy Limited**



2020

**Cadillac Platinum
Phoenix C Hearse**

Call and ask about our attractive Lease Prices!



2019

**Mercedes 12 Passenger
Sprinter Limo**



2019

**Cadillac Superior
Crown Sovereign Hearse**



2019

**Cadillac Eagle
Kingsley Hearse**

COME SEE THE REST OF OUR INVENTORY AT Americancoachsales.com

Springfield Coach's All-in-One 2020 Mercedes Metris V-Class Makes So Much Sense

By Patricia Hartley



Sometimes you come across an incredibly innovative or smart idea and you just have to wonder why someone didn't come up with it sooner. That's the case with Springfield Coach Group's 2020 Mercedes Metris V-Class Funeral Edition vehicle.

The Funeral Edition effectively replaces three vehicles in most funeral homes' fleets. It effectively and luxuriously serves as hearse, family transport, and flower van. The V-Class is only two feet longer than a traditional funeral coach. However, every square inch is thoughtfully engineered for functionality, comfort, and convenience.

A solid foundation

Every Springfield Coach Funeral Edition starts with the stately workhorse Mercedes Metris V-Class passenger van. Springfield chose the Metris as its base vehicle for its enduring reputation for durability, safety, and low cost of ownership. Even with the customization, the V-Class four-cylinder engine still gets 20 miles to the gallon. To add even more value, Springfield offers a five-year, 150,000-mile warranty on the finished vehicle.

The company's partnership with Mercedes has grown since they designed their first Funeral Edition in 2019.

In fact, they've been given the unique honor of being the only company officially authorized by Mercedes-Benz to customize their vehicles.

Trusted partners

Over more than 50 years in business, Springfield Coach Group has developed a reputation for luxury, quality, and customer trust. So as they designed for the Funeral Edition, they took care to partner with only the best vendors, starting with Tri-State Vans of Westchester and PLS Leasing.

The mortuary deck system is built by Link



Manufacturing in Sioux City, Iowa. Springfield uses Link's reliable and rugged products in all of their funeral vehicles. In the V-Class Funeral Edition, the Link drop-in tray is designed to accommodate even the largest of caskets within the van's spacious transport area.

Another trusted partner is Infinite Innovations, which supplies a variety of fine hardware for the Funeral Edition. Infinite Innovations has produced specialty automotive parts for funeral vehicles since 1987. Their double rollers and pull-out bumper protection are key to the Funeral Edition's functionality.

Amenities galore

Every feature of the Funeral Edition's three functions includes special touches to make your job easier and your passengers more comfortable. In fact, they've added conveniences you never thought you'd need, but will never give up once you try them.

Forty-inch automatic doors glide open on both sides of the van for easy access to flower storage. The two slide-out flower bins, which are lined with truck-bed coating for extra durability, feature two levels for secure storage. If your flowers do spill while in transit, the bins include a marine-grade plug for quick, mess-free drainage and clean-up.



The rear compartment offers upright storage for any size church truck. Additionally, the rear hatch opens up to provide ample weather protection for the casket and attendants. There's even a cooler in the front to keep beverages cold and on hand for family and staff.

The passenger experience

Between the driver and the deceased, Springfield's team has configured comfortable seating for up to six passengers. Springfield Coach Group Vice President of Sales Dustin Campbell says some people have questioned this. They believe the experience of transporting the living and the dead in the same vehicle is somehow "morbid." However, the majority think the opportunity is a beautiful gesture.



"It's your chance to take that last ride with Dad," Campbell explains. "One funeral director told me we'd be surprised at how many people just want to drive around with their loved one instead of going straight to the cemetery."

Campbell says the area is also great for pallbearers, making their chore a little less awkward. Having the pallbearers escort the body to its final resting place offers a more formal, almost military-like send-off experience.

The value of three vehicles in one. The Springfield Coach Group 2020 Mercedes Metris Funeral Edition starts at \$119,000.

"That's before any discounts or rebates," adds Campbell. "This vehicle can replace three in your fleet. That's one car, one insurance payment, one set of tires to maintain." Springfield will customize your vehicle to your funeral home's unique specifications. From different colors of strobe lights to a more muted finish on the wheels, Springfield will strive to accommodate your requests.

The company's 100,000-square-foot facility and 70-person team allows quick turnaround on customized vehicles. To place your order or learn more, reach out to Dustin Campbell at dustin@limolandsales.com.

Professional Car Society Looking Back...

National Coaches of Knightstown, Indiana used distinctive two-step window styling on this 1964 Buick ambulance driven on the Woodward Dream Cruise by 2003-2006



PCS President John Ehmer and his fiancé Susan Hufnagel.

The Professional Car Society's 2018 International Meet in Sterling Heights, Michigan saw Joseph & Eleanor Columbe of Milroy, Indiana become the first



Lincoln entrants since 2007 to earn Best-of-Show with this handsome, Pitcairn Blue 1966 limousine by Lehmann-Peterson of Chicago. Specifying a 34-inch wheelbase stretch for these stately conveyances allowed the center section to be finished with original equipment Continental front door skins made of steel neatly and cleverly folded behind the door opening seams at each end.

The "factory formal" limousines Cadillac proudly manufactured in-house before gaudier, coachbuilder-constructed center stretches took over the livery trade in the



1980s were properly represented in the Professional Car Society's display at Ferndale, Michigan's 2018 Emergency Vehicle Show by Howell, Michigan classic car broker Mike O'Leary's all-original, 18,900-mile

the Professional Car Society held its 2018 International Meet in Detroit. First to the staging area is Point Marion, Pennsylvania mortician Philip S. Rishel's black Crown Royale Landauet hearse, followed by the silver Sovereign hearse/ambulance "combination" that fifth generation funeral director Paul Saether and his daughter Sarah ferried across Lake Michigan from Blanchardville, Wisconsin.

After Stuttgart, Germany hotel guest Kim Knauer evinced curiosity about the 1977 Miller-Meteor Cadillac high-top ambulance that would ultimately earn Flint, Michigan



funeral director Brady Smith the Medics Choice Award at the Professional Car Society's 2018 International Meet, Bob Koryciak (left) and his twin brother Bill



(right) showed her how the PCS "picks up chicks." She also got to sit in the driver's seat and play with the beacons!



Since traditional, commercial-sized funeral cars can be challenging to maneuver and garage, many PCS people go for standard-wheelbase

conversions like this Mercury Grand Marquis-based 1998 Meteor Mort tail stretch owned by Nick Bliss of Valparaiso, Indiana.

CS President Tony Karsnia and his wife Kim, citing the White Diamond paint and Dark Autumn burgundy Elk Grain vinyl top, dubbed this 31,000-mile 1997 S&S Cadillac Medalist “Raspberry Cheesecake” after purchasing it from Paul Holmberg at Hansen Premier Coaches in Mason City, Iowa this May. It was custom-ordered new by a friend of Tony’s, Joel Pilgrim of the Pilgrim Funeral Home in Madelia, Minnesota, but the people who bought him out in 2013 “had a fleet of silver coaches so off this went,” serving subsequently at Hockenberry Family Care Funeral Homes in Atlantic, Iowa until it was traded in 2017.



Cadillac’s tail fins reached their iconic, 42.4-inch climax from ground level on 1959 models like this Seventy Five Series Limousine owned by PCS Vice-President and Alliance, Ohio funeral director Daniel T. Skivolocke. Interestingly, these appendages were slightly-lower on the even longer-wheelbase Commercial Chassis Cadillacs used by Eureka, Hess & Eisenhardt, Miller-Meteor and Superior to build hearses, flower cars, ambulances and combination coaches.



Fourth-generation funeral director Richard Neal builds retro-look Rosewood hearses in Morrilton, Arkansas to order employing heavy-duty General Motors truck components and corrosion-resistant composite exterior panels bonded to race car-style safety cages with aircraft-grade adhesive. The Grand Vista model he displayed at PCS Lebanon 2017 features arch-shaped floor-to-ceiling casket compartment glass, while his Grand O’Vale variant is cleverly named for its seven-foot-long “Grand Oval” viewing windows. “My cars are like dragons,” Richard says; “mythical beasts not seen a lot so we get lots of attention when we show them.”



The post-banquet Lights and Siren Show that traditionally concludes a Professional Car Society International Meet took a new twist for 2017 once the attendees’ ambulances, funeral coaches and limousines started lapping the I-44 Speedway east of Lebanon. A most-memorable harbinger for future PCS gatherings taking place in Detroit in 2018; South Dakota’s Black Hills in 2019; the Upstate New York Adirondacks in 2020; and Ohio in 2021!





Huntsville, Texas has five prisons housing 9,000 inmates within city limits, so it was hardly surprising to see convicts tending to the landscaping (watched closely by a guard on a tractor) when 2015 Professional Car Society International Meet attendees arrived at the Texas Prison Museum on Thursday morning, June 11th. Notable exhibits inside the building include an intricate, inmate-constructed scale model of “The Walls” unit and “Old Sparky,” used to electrocute 361 men in that downtown Huntsville prison’s Death House from 1924 to 1964.



After touring the Texas Prison Museum and the adjacent H.E.A.R.T.S. Veterans Museum on Huntsville’s northern outskirts, Professional Car Society members received a police escort down Texas-75, U.S. 190 and Sam Houston Avenue to a specially-reserved downtown parking area at the Walker County Annex, where they got a warm welcome from local Lions Club members prior to lunch at Sam Houston State University and an afternoon stop at Sam & Margaret Houston’s 1847-1858 home “Woodland” on the city’s south side.



A 1957 National Chevrolet Ambulance and 1980 Superior Cadillac 3-way loading Landaulet Hearse, respectively owned by Greg Graves of Houston and Bill Donnell of Greenville, Illinois, had to wade through several hundred yards of waist-high weeds to reach the base of Sam Houston’s 77-foot statue outside Huntsville, but homage had to be paid to the Father of Texas Independence! Jamie Matthews, the Visitor Services Coordinator who Okayed the shoot at Huntsville’s nearby welcome center, noted “The Oscar Meyer Weinermobile was here five or six years ago.”





United Midwest
Savings Bank

Funeral Home Acquisitions | Funeral Home Debt Consolidations | Funeral Home Renovations

SIMPLIFYING FUNERAL HOME LENDING



Chad Fondriest

614-205-7600

Senior VP - Commercial Lender
cfondriest@umwsb.com

INVESTING IN THE FUTURE OF YOUR FIRM

United Midwest is a national direct lender that specializes in lending to the funeral home industry. We understand the value of the business and the goodwill associated with a funeral home. We will lend against both fixed assets as well as the business and goodwill.

Call today and learn more.

LOAN PROGRAMS

Goodwill/Business
Real Estate Loans
Funeral Home Acquisitions
Funeral Home Refinancing

LOAN TERMS

Up to 90% Financing
Up to 25 Year Terms
Seller Carry Permitted



877-751-4622
www.umwsb.com
6460 Busch Blvd, Suite 201, Columbus, OH 43229



2014 PCS International Meet attendees participating in Thursday’s tour of the Mower County Historical Center were justifiably thrilled to find the Austin, Minnesota Fire Department’s 1953 Superior Cadillac ambulance on display beside a 1937 American LaFrance V-12 pumper. The property also touts a World War II M-4 Sherman tank and a 1909 Baldwin steam locomotive that logged three million miles during 48 years’ service with the Milwaukee Road.



A 1949 Sayers & Scovill Knickerbocker - brought from Elberon, Iowa by John Royark, Jr. - was “Stylasized” by renowned Cincinnati coachbuilder to capitalize on Cadillac’s all-new, full-fendered Post-War look and high-compression overhead valve V-8. Its shape could still turn heads 65 years later as it led this Thursday, August 14th procession of PCS vehicles exiting the Mower County Historical Center in Austin, Minnesota.



This horse-drawn hearse, hand-crafted by James Cunningham, Son & Company of Rochester, New York, has been in single family ownership since Millville, Minnesota mortician August C. Schleicher bought it new for \$900 in 1894. His grandson August J. “Augie” Schleicher, who runs Schleicher Funeral Homes & Cremation Services in Plainview and Lake City, Minnesota, commissioned two separate restorations in 1989 and 2014, and currently offers it for hire anywhere in the continental U.S.

You may not find Rainbow City, AL on any list of popular destinations. But if you're a funeral home depending on a family's insurance to cover the expenses, it's the biggest red dot on the map. It's the headquarters of C&J Financial, the largest and most responsive insurance assignment firm serving the funeral profession. With all the tools, technologies and high-touch service to assure blazingly fast turnaround when you need it most. If cash flow is vital to your business, welcome home.

**To 3,000 funeral home owners,
Rainbow City, AL is the
happiest place on earth.**



C&J Financial, LLC

The Leader in Insurance Assignment Funding™

& You

CJF.com | 800.785.0003 | 200 Market Way, Rainbow City, AL 35906

Seek Reconciliation, NOT Resolution

Alan D. Wolfelt, Ph.D., C.T., www.centerforloss.com

How do you ever find your way out of the wilderness of your grief? You don't have time to dwell there forever, do you? The good news is that no, you don't have to dwell there forever. If you follow the trail markers on your journey through the wilderness, you will find your way out. But just as with any significant experience in your life, the wilderness will always live inside of you and be a part of who you are.

A number of psychological models describing grief refer to "resolution," "recovery," "reestablishment," or "reorganization" as being the destination of your grief journey. You may have heard—indeed you may believe—that your grief journey's end will come when you resolve, or recover from, your grief.

But you may also be coming to understand one of the fundamental truths of grief: Your journey will never truly end. People do not "get over" grief. My personal and professional experience tells me that a total return to "normalcy" after the death of someone loved is not possible; we are all forever changed by the experience of grief.

Reconciliation is a term I find more appropriate for what occurs as you work to integrate the new reality of moving forward in life without the physical presence of the person who died. With reconciliation comes a renewed sense of energy and confidence, an ability to fully acknowledge the reality of the death and a capacity to become re-involved in the activities of the living. There is also an acknowledgement that pain and grief are difficult, yet necessary, parts of life.

As the experience of reconciliation unfolds, you will recognize that life is, and will continue to be, different without the presence of the person who died. Changing the relationship with the person who died from one of presence to one of memory and redirecting one's energy and initiative toward the future often takes longer—and involves more hard work—than most people are aware.

Mourning never really ends. Only, as time goes on, it erupts less frequently.

We, as human beings, never resolve our grief, but instead become reconciled to it.

We come to reconciliation in our grief journey when the full reality of the death becomes a part of us. Beyond an intellectual working through the death, there is also an emotional and spiritual working through. What had been understood at the "head" level is now understood at the "heart" level.

Keep in mind that reconciliation doesn't just happen. You reach it through deliberate mourning, by

- talking it out.
- writing it out.
- crying it out.
- thinking it out.
- playing it out.
- painting (or sculpting, etc.) it out.
- dancing it out.
- etcetera!

To experience reconciliation requires that you descend, not transcend. You don't get to go around or above your grief. You must go through it. And while you are going through it, you must express it if you are to reconcile yourself to it.

You will find that as you achieve reconciliation, the sharp, ever-present pain of grief will give rise to a renewed sense of meaning and purpose. Your feelings of loss will not completely disappear, yet they will soften, and the intense pangs of grief will become less frequent. Hope for a continued life will emerge as you are able to make commitments to the future, realizing that the person you have given love to and received love from will never be forgotten. The unfolding of this journey is not intended to create a return to an "old normal" but the discovery of a "new normal."

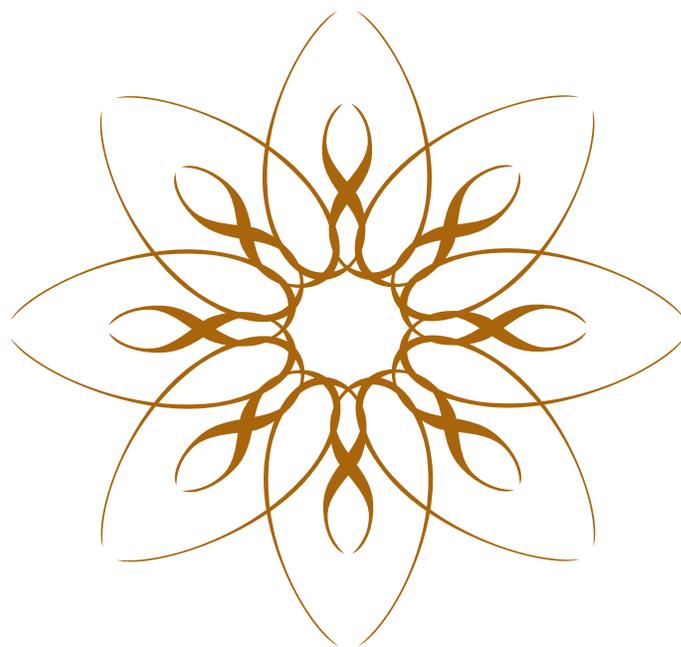
To help explore where you are in your movement toward reconciliation, the following criteria that suggest healing may be helpful. You don't have to meet each of these criteria for healing to be taking place. Again, remember that reconciliation is an ongoing process. If you are early in the work of mourning, you may not meet any of these criteria, but this list will give you a way to monitor your movement toward healing.

As you embrace your grief and do the work of mourning, you can and will be able to demonstrate the majority of the following:

- A recognition of the reality and finality of the death.
- A return to stable eating and sleeping patterns.
- A renewed sense of release from the person who has died. You will have thoughts about the person, but you will not be preoccupied by these thoughts.
- The capacity to enjoy experiences in life that are normally enjoyable.
- The establishment of new and healthy relationships.
- The capacity to live a full life without feelings of guilt or lack of self-respect.
- The drive to organize and plan your life toward the future.
- The serenity to become comfortable with the way things are rather than attempting to make things as they were.
- The versatility to welcome more change in your life.
- The awareness that you have allowed yourself to fully grieve and you have survived.
- The awareness that you do not “get over” your grief; instead, you have a new reality, meaning, and purpose in your life.
- The acquaintance of new parts of yourself that you have discovered in your grief journey.
- The adjustment to new role changes that have resulted from the loss of the relationship.
- The acknowledgement that the pain of loss is an inherent part of life resulting from the ability to give and receive love.

Reconciliation emerges much in the way grass grows. Usually we don't check our lawns daily to see if the grass is growing, but it does grow and soon we come to realize it's time to mow the grass again. Likewise, we don't look at ourselves each day as mourners to see how we are healing. Yet we do come to realize, over the course of months and years, that we have come a long way. We have taken some important steps toward reconciliation.

Usually there is not one great moment of “arrival,” but subtle changes and small advancements. It's helpful to have gratitude for even very small advancements. If you



are beginning to taste your food again, be thankful. If you mustered the energy to meet your friend for lunch, be grateful. If you finally got a good night's sleep, rejoice.

One of my greatest teachers, C.S. Lewis, wrote in *A Grief Observed* about his grief symptoms as they eased in this journey to reconciliation:

“There was no sudden, striking, and emotional transition. Like the warming of a room or the coming of daylight, when you first notice them they have already been going on for some time.”

Of course, you will take some steps backward from time to time, but that is to be expected. Keep believing in yourself. Set your intention to reconcile your grief and have hope that you can and will come to live and love again.

Movement toward your healing can be very draining and exhausting. As different as it might be, seek out people who give you hope for your healing. Permitting yourself to have hope is central to achieving reconciliation.

Realistically, even though you have hope for your healing, you should not expect it to happen overnight. Many grieving people think that it should and, as a result, experience a loss of self-confidence and self-esteem that leaves them questioning their capacity to heal. If this is the situation for you, keep in mind that you are not alone.

You may find that a helpful procedure is to take inventory of your own timetable expectations for reconciliation. Ask yourself questions like, “Am I expecting myself to

heal more quickly than is humanly possible? Have I mistakenly given myself a specific deadline for when I should be 'over' my grief?" Recognize that you may be hindering your own healing by expecting too much of yourself. Take your healing one day at a time. It will ultimately allow you to move toward and rediscover continued meaning in your life.

One valuable way to embrace your healing is to journal. Write down your thoughts and feelings and you will be amazed at how it helps you embrace your grief. Having your experiences to reflect on in writing can also help you see the changes that are taking place in you as you do the work of mourning.

You can't control death or ignore your human need to mourn when it impacts your life. You do have, however, the choice to help yourself heal. Embracing the pain of your grief is probably one of the hardest jobs you will ever do. As you do this work, surround yourself with compassionate, loving people who are willing to "walk with" you.

The hope that comes from the journey through grief is life. The most important word in the previous sentence is *through*. As you do the work of mourning, you do not remain where you are.

I think about the man I was honored to companion following the tragic death of his seven-year-old son, Adam, in a car accident. He was heartbroken. His soul was darkened. He had to come to know the deepest despair. Yet, he discovered that if he were to ever live again, he would have to work through his grief. So,

he adopted the mantra, "Work on!" In his process of conscious intention-setting, he decided to believe that even the most heart-wrenching loss can be survived. Perhaps refusing to give in to despair is the greatest act of hope and faith.

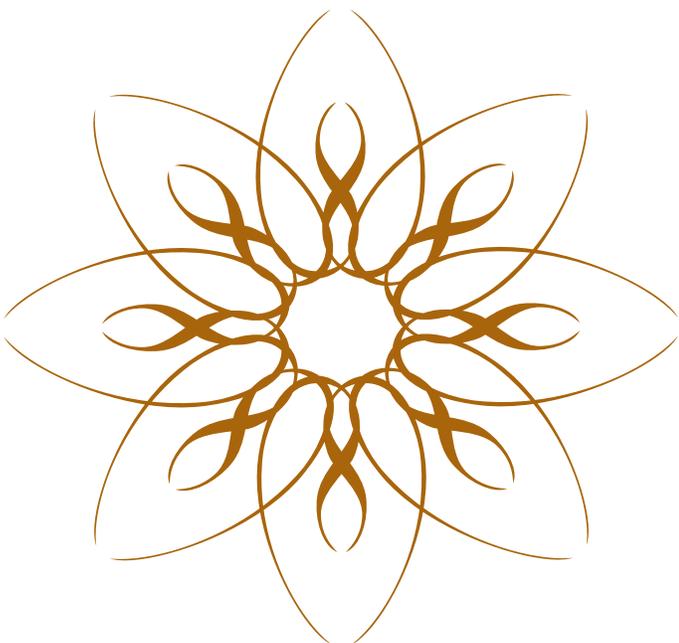
Yes, you go to the wilderness, you cry out in the depths of your despair. Darkness may seem to surround you. But rising up within you is the profound awareness that the pain of the grief is a sign of having given and received love. And where the capacity to love and be loved has been before, it can be again. Choose life!

Living in the present moment of your grief is living with anticipation that you can and will go on to discover a continued life that has meaning and purpose. If you are in any way like me, maybe sometimes you lost hope and need to fall back on your faith.

Sometimes in my own grief journey, when hope seems absent, I open my heart—my well of reception—and find that it is faith that sustains me. Faith that is inspired by moments when I'm able to find what is good, what is sweet, what is tender in life, despite the deep, overwhelming wounds of my grief. It is the courage of the human spirit that chooses to live until we die that gives me faith. Life will continue and it will bring me back to hope. If you lose hope along your journey, I invite you to join me in falling back on faith.

Reflect on this: Living with hope is living in anticipation of what can be. Sometimes when you are in the wilderness of your grief, it's easy to question your hope for the future. But living with faith is embracing what cannot be changed by our will, and knowing that life in all of its fullness is still good. Choose life!

In the religious traditions of Christianity and Judaism, hope is much more than "an expectation of a good that is yet to be." Hope is confidence that God will be with you in your grief and, most importantly, that life continues after death. Hope is trust in God even when everything seems hopeless. Hope is the assurance that God has the last word, and that that word is LIFE—even as you confront the realities of the death of someone you have loved. Choose life!





Family Pay
POWERED BY EXPRESS FUNERAL FUNDING

Allow your families to receive
the money they need now.

Instead of waiting weeks or months
for your families to receive the
remainder of their
loved one's life insurance policy,
offer *Family Pay*.



EXPRESS
FUNERAL FUNDING
A MESSENGER FAMILY CO.

812.949.9011 | www.expressfuneralfunding.com

Funeral Home Website Traffic Is Irrelevant Without Conversions

by Welton Hong

Generating traffic for your funeral home website is absolutely imperative in this digital age. It was true before COVID-19, it's true now, and it will remain true long after this crisis is in the rearview mirror—which we all hope is very soon!

But it's fair to say that maximizing your online presence is more important right now than ever. Due to the novel coronavirus, people are spending more time than ever at home. They're looking to the internet for both at-need services and to learn more about preneeds.

Of course, every small business wants traffic flowing consistently to its website. It's the digital version of customers noticing a brick-and-mortar retail shop and choosing to step inside to take a look around.

If you were selling collectible figurines in your shop and no one ever stepped inside to consider making a purchase, you wouldn't sell many figurines (at least not in person). That's why you need "traffic."

You need signs on the outside to attract people who like collectible figurines. You need a window display that shows off some of your more intriguing products. If you're going after budget-conscious customers, you'll want some signs about pricing or sales in the window.

And of course, you'll want to advertise your store in a variety of means, thus attracting customers who aren't already in your neighborhood and walking down your street. You need to know where they are and how to grab their attention.

But traffic is only half of the equation. Important as it is, it's utterly useless without conversions.

Let's extend the metaphor noted above: Presume you've employed many different tools to get people inside your figurines shop. You're getting tons of "traffic." The place has a constant flow of people coming in and out.

And yet...those people aren't buying anything. You're

hardly making any sales at all. You're getting all of this traffic, but you end up with mostly window shoppers. They stop in because they like figurines—or to be more specific, they feel they have a need to buy a figurine—but for whatever reason, they're not buying one from you.

This is a real-world representation of the "traffic means everything" problem in digital marketing, whether specifically for funeral homes or for any industry. Some marketers do nothing but impress upon you that your funeral home website just needs tons of traffic, and they can get you that traffic.

Well, yes. Of course your site needs traffic. But traffic is meaningless if your website does a poor job of converting visitors into clientele. Just as in the figurine shop example, "window shoppers" add nothing to your bottom line.

It's a two-step process: First, you need to get interested buyers into your shop. Second, you need to get them to buy.

While I certainly realize local funeral service is more than just a business—it's a service to the community—at the end of the day, you can't help people if you don't have a thriving business. That requires strong traffic and a well-converting website.

In the case of the figurine shop, it might fail to convert for many reasons. Maybe the prices are too high. Perhaps the figurines aren't in perfect condition. They might not be displayed well, or the shop could be dusty or unwelcoming. Maybe people can easily find better prices for the same items (even factoring in shipping) online.

Websites typically have some different problems with converting visitors, but there can be similarities. Prices can be too high. Services and products might not be displayed in the best ways. The business's USP—its unique selling proposition—might not be communicated well.



Frigid Fluid Company

Family owned and operated since 1892

Frigid Casket Lowering Devices

- Careful Construction
- Beautiful Design
- It works every time

www.frigidfluid.com
 1-800-621-4719
 sales@frigidfluidco.com



Imperial 2.0 Cemetery model
(3-IMP5502SK2.0)



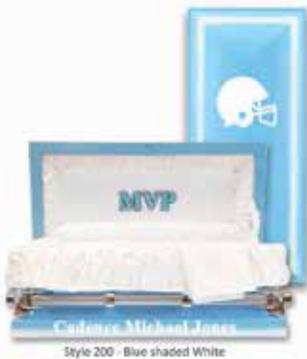
Master Cemetery model
(3-MAS4901SK)

Each casket lowering device is manufactured in Frigid Fluid Company's 50,000 sq. ft. facility in the suburbs of Chicago, IL. The highest quality materials are used and the utmost care is taken in hand-assembling each model. Careful construction, beautiful design, it works every time. To order, call Frigid direct at 1-800-621-4719 or contact your local participating Frigid reseller.

Cherokee Child Caskets

*... Your Choice for when it Matters Most
Since 1941*

**"There is no footprint too small
to leave an *imprint* on this world"**



Caroline Michael Jones
Style 200 - Blue shaded White



New Vinyl & Embroidery Options!



Nick Gordon Hill
Style 100 - White



Stephen Leverell
Style 300 - Carolina Poplar



Bobba
Style 90 - White Crepe

www.cherokeechildcaskets.com | 800-535-8667

In other words, is it clear why people should buy here, instead of somewhere else?

There's still a lot of confusion about website conversion for funeral homes and cemeteries, and that's a huge problem, because it's the foundation from which everything else springs.

Website doesn't convert? The phone doesn't ring.

Website doesn't convert? Any money you're spending on generating website traffic is going right down the drain.

Website doesn't convert? All of your digital advertising is essentially pointless. Don't bother coming up with enticing copy and images to lure at-need and preneed clientele. You're only creating window shoppers. They'll visit your site and then "bounce out" (leave your site) shortly thereafter, instead selecting one of your competitors.

Essentially, a high-converting website is highly effective at "converting" the people who visit it into clientele. That doesn't mean 100 percent of visitors become clientele, of course. But a high-converting site is significantly better than the average at creating conversions.

It's important to note that regardless of the industry, a "conversion" doesn't necessarily entail making a sale. In fact, a conversion can be whatever action you want it to be, but it's always something the visitor does to get closer to becoming a client.

For at-need cases, obviously, a conversion pretty much needs to be a phone call. A family with an immediate need isn't likely to be filling out a contact form for more information.

However, that could be a perfectly fine conversion for preneed sales. The sales process for prearrangement often kicks off with someone filling out a contact form with a phone number and/or an email address.

Another possibility could be downloading information about a service you provide, such as a cremation society membership or related preplanning mechanism.

A conversion also could be actually calling your business for information about preneed or at-need services, or engaging with an online "chatbot" about services and/or prices.

Ultimately, you define what a conversion is to you, based upon what you want to happen when someone visits your site. This definition can change based upon your needs and expectations.

The percentage of all visitors who convert, naturally, is your conversion rate, which is how you know how well your website is achieving what you want it to do.

A website can be many things, but first and foremost, it's a marketing tool. That might sound crass to some, but we're being honest here. Your website must market your funeral home. On every page, you must be giving the visitor a reason to choose you over your local competitors.

Everything from the content you include to the actual design of the site must be crafted to convert that visitor. That's the goal. That's how you drive new business.

If your website isn't designed to convert, it's essentially just taking up space. You might get business from other avenues, such as referrals or offline advertising, but it won't be coming from online traffic.

So how do you get more conversions? Some general principles tend to be very effective for this purpose:

A clear CTA on every page

Every high-converting website has a well-defined, unambiguous call to action prominently displayed on every page of the site. Once you know exactly what a conversion means to your business, you must design a CTA that induces that action from the visitor.

Subtlety can be beneficial in deathcare messaging, of course, but this is one area where you don't want to be subtle. Craft a great CTA and put it on every page.

Easy-to-use navigation

If your website design is too complicated or confusing, you won't get conversions. You want a simple, straightforward process that clearly tells visitors where to go to get the information they need—and again, provides them the opportunity (through the CTA) to

convert whenever they wish.

Audit your site for anything that could throw someone off. Ask people who don't work for you to visit the site and note anything they find puzzling. You might be surprised by what you hear. What might seem obvious to you could be unclear to others.

Mobile-friendly site

In 2020, far more people research services on mobile devices than on desktop computers. And yes, that very much includes funeral services.

It's astonishing how many funeral home websites are still virtually unreadable and unusable on a smartphone or even a tablet. What works perfectly fine on a desktop computer can be a mess on a mobile device.

With mobile adoption growing exponentially year after year, there are now hundreds of thousands of websites missing out on conversions simply because mobile users can't navigate them.

Optimize for mobile now: Not only will you get more conversions, but with Google (the dominant market leader in search) now prioritizing mobile experience over desktop, you'll rank better against your competitors in searchers. Thus you're increasing traffic and conversions—the ultimate win-win.

Welton Hong, founder of Ring Ring Marketing®. Welton is a leading expert in helping funeral homes convert leads from online directly to the phone line. He's the author of the book Making Your Phone Ring with Internet Marketing for Funeral Homes and a regular contributor to American Funeral Director magazine and several other publications.



simpliFi®



SIMPLE TO UNDERSTAND

Wilbert's simpliFi burial vault presentation provides families all they need to know in a short, simple, 3-step process.

Straightforward. Engaging. Quick. It's as simple as that.

Call your Wilbert provider for more details.

Wilbert
Commemorating Life with Respect®



Working with the Media

Keys to Service = Eternal Question of “Why”

By: Todd Van Beck, Director of Continuing Education, John A. Gupton College, Nashville, TN

Every funeral professional and cemeterian on the globe has heard this: “Why?” “Why Do We Have To?”

Things have certainly changed since the days when the funeral director actually “directed” and people absolutely did what they were told. Of course this still happens, but as most everyone in our profession will readily attest the public’s comfort level with being told what to do by most anyone has changed considerably.

You know the routine. “Well why do we need a vault?” “Why does the airlines require that?” “Why can’t we bury Dad in his back yard?” “Why do you have all these forms?” “Why do we have to go in that room?” “Why don’t you have coffee?” Why, why, why, why? We have always had the people addicted to the word “Why” but I would suggest they are reproducing.

The single word that best symbolizes inquiry, suspicions, cynicisms, mistrust more than any other and is most frequently employed in asking hard straight questions is that little tiny word “why.”

At the outset of this article I want to confess that I have an aversion to the way the word is generally used, if not to the word itself, and it appears that this little word is being bantered around in the funeral service/cemetery profession more today than at any other time in our long and eventful history. For example the case could easily be made and much could be said in support of the idea that the little word “why” is the genesis and motivation for all telephone shopping calls that we today routinely receive.

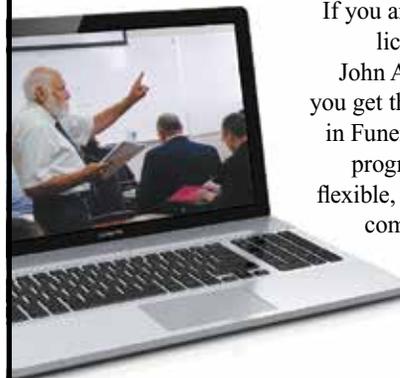
A legitimate basis for the use of the “why” word in our language undoubtedly exists, but I maintain that “why” has so often been misused in general communications that its original meaning has become distorted. It was once a word employed in the innocent search

for information (which probably most telephone “shoppers” indeed are: innocent).

The word “why” signified the investigation of cause or reason. When employed in this manner even today, it is appropriate, and I know of no other word to take its place. Unfortunately, this is generally not the way it is used at our present time in funeral and cemetery service.

Today the word “why” too many times connotes disapproval and displeasure. Thus when used by the funeral/cemetery professional or vice versa the client family, it communicates that something or somebody

ON-LINE ASSOCIATE DEGREE IN FUNERAL SERVICE



If you are interested in becoming a licensed funeral professional, John A. Gupton College can help you get there. The Associate Degree in Funeral Service is an accredited program. Our online program is flexible, career-focused and may be completed in 12 or 16 months. Financial Aid is available.

For information concerning cost and program call 615-327-3927, go to our website at guptoncollege.edu or email admissions@guptoncollege.edu.



JOHN A. GUPTON
COLLEGE

1616 Church Street | Nashville, TN 37203
615-327-3927 | www.guptoncollege.edu

has done “wrong” or has behaved “badly.” Even when that is not the meaning intended by the funeral/cemetery professional, that is generally how the word will be understood by us and vice versa.

The effect upon the client family will be predictably negative, for they will most probably have grown up in an environment in which “why” implied blame and condemnation. Naturally enough, they will react to the word in the funeral/cemetery experience the way they have learned to react to it over the years even though they may have used it simply in the sense of genuine inquiry. Thus whenever the client family hears the word “why,” they may feel the need to defend themselves, to withdraw and avoid the situation, or to attack.

In their early years children use the word frequently – often to adult’s utter frustration and distraction. “Why? Why? Why? Why?” For them it is a key to unlock the secrets of the world about them; it enables them to explore and discover. They ask for information without implying moral judgment, approval or disapproval. They learn from asking why.

In time, however they learn that the adults surrounding them use the word differently. The child learns that adults use the “why” word to put them on the spot, to show them they are behaving in an unacceptable manner. Slowly but surely the children stop using the word for the purpose of inquiry and begin to employ it against others the very same way it has been used against them.

The child’s ears ring with the questions from accusatory adults: “Why did you muddy my clean floor?” “Why are you barefoot?” “Why don’t you use your knife and fork properly?” “Why did you break that dish?” etc., etc. Children learn to imitate their elders. Soon enough they will say to their friend, “Why did you take my bike?” “Why did you play with my ‘stuff?’” to show that they disapprove of the act and not because they are interested in obtaining a bit of useful information. The child will say to the mother, “Why must I go to the store?” not because they want a reason but because they don’t wish to go. This is the child’s way of saying, “No, I am against it.”

The funeral/cemetery professional should, as best as



**FLAWLESS
QUALITY.
RIDICULOUS
AFFORDABILITY.**

Quality, detail and manufacturer support equal to the top US brands at half their price or better.

Every Sich casket comes with \$5 million liability protection.

Benefits your company as well as the families you are serving.

**ONLY YOUR ACCOUNTANT
CAN TELL THE DIFFERENCE.**



- We carry a full line of metal, hardwood, and cloth-covered-wood caskets.
- Cremation, oversize and youth lines as well.
- High quality, competitively priced products, with the finest customer service.



CALL TODAY FOR A PRICE & SERVICE COMPARISON / TOLL FREE 1.800.226.1245
PO BOX 5664, COLUMBUS, GA 31906 / servicecasketcompany.com

possible, avoid and be wary of using the word “why.” But what about when the client family uses it?

As mentioned before our profession has heard the word “why” more in the last quarter of a century than in the previous five hundred years. Client families use “why” a great deal. “Why do we need that?” “Why should we buy that?” “Why is this so much money?” “Why can’t we just . . . ?” “Why can’t I bury Mom on top of Mount Rushmore, I mean this is America?” The word why is today a permanent part of the process of the funeral/cemetery interview for us all basically in most interactions in sales and service.

Should the word “why,” then, never be used? I know I wish I would employ it less, for in spite of all my reservations and objections to its use, it keeps cropping up. I try to avoid it and am glad when I succeed, but often enough there it is to be dealt with again. That one little word, however, does have a justifiable place, and this is the one additional point I want to make. If the client family perceives that our attitude is unthreatening, if we have established trust and respect, and then if we use “why” simply to obtain factual information that the client family possesses we feel we need, then our use of the word should not cause undue damage. Perhaps I am saying this to comfort and solace ourselves as most everyone continues asking “why,” but I hope this point is indeed legitimate.

For all the reasons given above, I feel that we should use “why” as sparingly as possible and that when we do use it, we should do so to get at facts rather than feelings, and thoughts rather than emotions. For example no one in our profession, outside an insane asylum would ever ask, “Well why do you feel that way?” That question my friends is an absolute guarantee for unwanted and unnecessary trouble.

In our culture facts and thoughts are more readily accessible, more easily disclosed, than feelings and emotions. As funeral/cemetery professionals it is our responsibility to furnish answers, and good solid, answers to all the “whys” that come our way

Todd Van Beck, Director of Continuing Education at John A. Gupton Mortuary College, Nashville, TN



CONTINUING EDUCATION ON-LINE

John A. Gupton College has developed online continuing education courses. These courses have been approved for CEU hours by both Tennessee and Kentucky Boards. The online subjects range from funeral service history, embalming techniques, funeral home management, grief psychology and bereavement counseling. **For information concerning cost and program call 615-327-3927, go to our website at guptoncollege.edu or email admissions@guptoncollege.edu.**



JOHN A. GUPTON
COLLEGE

1616 Church Street | Nashville, TN 37203
615-327-3927 | www.guptoncollege.edu

ON-LINE ASSOCIATE DEGREE IN FUNERAL SERVICE



If you are interested in becoming a licensed funeral professional, John A. Gupton College can help you get there. The Associate Degree in Funeral Service is an accredited program. Our online program is flexible, career-focused and may be completed in 12 or 16 months. Financial Aid is available.

For information concerning cost and program call 615-327-3927, go to our website at guptoncollege.edu or email admissions@guptoncollege.edu.



JOHN A. GUPTON
COLLEGE

1616 Church Street | Nashville, TN 37203
615-327-3927 | www.guptoncollege.edu

THE ANSWERING SERVICE IN A CLASS OF ITS OWN

Here For You

When You Need Us Most

ASD

myASD.com

1-800-868-9950

Join us!

SOUTH CAROLINA FUNERAL DIRECTORS ASSOCIATION

MIDWINTER

CONFERENCE AND EXPO

AT THE COLUMBIA CONVENTION CENTER



JOIN US AT THE NATION'S PREMIER
FUNERAL CONFERENCE AND EXPO

FEB 1-3

THE MID-WINTER EXPERIENCE

2021

SCFDA.ORG

PRENEED LIFE
INSURANCE FUNDING
AVAILABLE THROUGH

**COLUMBIAN
LIFE
INSURANCE
COMPANY**

MULTI-PAY PLANS
SINGLE PAY PLANS
ANNUITY PLANS

- Multi-Pay 3, 5, 7, 10-Pay policies ages 0 - 84
- Single Pay policies for ages 0 - 99
- \$500 to \$25,000
- Annuity minimum \$100 for ages 0 - 115
- Regional Sales Director to support your marketing efforts
- Superior customer service team dedicated solely to your business
- Competitive, "Quick Pay" commissions
- 48-hour processing of most applications
- Claim process initiated with a phone call
- Claims paid by electronic transfer or check
- Special incentive programs

Product availability, issue limits, and regulations may vary by state.

*For more information on what
Columbian can do for you, please
contact our Regional Sales Directors:*



Troy Matthews, CPC
Regional Sales Director
Florida, Kentucky, North Carolina, Tennessee
Cell: (252)532-4629



Tony Spell
Regional Sales Director
Georgia & South Carolina
Cell: (843)412-6433



October 2020 Ad Index

Ambulance and Coach	5	www.amb-coach.com
American Coach	7	www.americancoach.com
"ASD" - Answering Service for Directors	27	www.myasd.com
Cherokee Child Caskets	21	www.cherokeechildcaskets.com
C&J Financial	15	www.cjf.com
Columbian Life Insurance	29	www.cfglife.com
FuneralCall	4	www.funeralcall.com
Frigid Fluid Company	21	www.frigidfluid.com
John A. Gupton College	24, 26	www.guptoncollege.edu
Johnson Consulting Group	32	www.johnsonconsulting.com
Matthews-Aurora Funeral Solutions	31	www.matthewsaurora.com
Ring Ring Marketing	23	www.ringringmarketing.com
Rosewood Classic Coach	2, 3	www.rosewoodclassiccoach.com
Service Casket Company/SICH	25	www.sichcasket.com
South Carolina FDA Mid-Winter 2021	28	www.scfda.org
Talk of a Lifetime	4	www.talkofalifetime.org
United Midwest Savings Bank	13	www.umwsb.com
Wilbert Funeral Services	23	www.wilbert.com

Help Families Make Online Arrangements with **FAMILY CONNECTIONS**



With Family Connections, your firm can provide each family with a private, password-protected planning website that allows them to:

- ✓ Preview and select choices for creating meaningful funeral services
- ✓ Browse and select caskets, urns, keepsakes and other funeral merchandise
- ✓ Complete biographical information for the death certificate and other forms
- ✓ Upload favorite photographs for an online obituary or video tribute

**Contact your Matthews Aurora Funeral Service Consultant
for more information or visit matthewsaurora.com.**

Make your last business decision your best decision.

With over \$2 billion in closed transactions and counting, our team is here to get the best possible offer for your business.



*The Best Team
The Best Results
The Best Price
For the Lowest Fees
in the Business*

Call us today to get started

info@johnsonconsulting.com

(888) 250-7747 · www.johnsonconsulting.com



*Johnson
Consulting
Group*