

## HOW THIS FUNERAL HOME

# CONVERTED 32% AT THEIR PRENEED SEMINAR.

Our case study comes from an independent, family-owned funeral home that's been operating since 1937. They are located in a city in Georgia with a population of around 17,000 and a median family income of approximately \$36,500. They recently leveraged our marketing program materials and one of our preneed ambassadors to host a preneed seminar. Their objective was to educate people in their community about preplanning and, in turn, seal the deal on prefunded arrangements.

### SEMINAR PROMOTIONS.

Promoting the seminar was pretty straightforward. The funeral home utilized an email list comprised of people who had already elected to receive information from the funeral home, as well as the funeral home's Facebook page. Their promotion and follow-up was successful and they had 28 people in attendance.

### HOSTING THE SEMINAR.

They firmly believe in the old adage "You only get one chance to make a first impression" and took care to make their guests feel welcome. For the attendees' convenience, the funeral home provided notepads, pens, and a funeral home price list. Using their relationship with a local florist, they were able to dress up the event with floral arrangements for each table. As an added incentive for attendance, the funeral home provided lunch for their guests.

### THE RESULTS.

The seminar was a smashing success. Out of the 28 attendees, nine people prearranged their funerals and funded them with an Investors Heritage Legacy Gold product. The funded funeral arrangements were collectively worth \$68,659. In addition, \$6,433 was paid in commission.

\*Not all states allow inducements such as food to be provided when promoting an insurance product. Contact us to find out what's allowed in your state.



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