

# WHY CHOOSE A FAMILY OWNED FIRM?

## THE FAMILY-OWNED FUNERAL HOME:

### *A Part Of The Community*

The funeral profession, like many American industries, has a long and proud history of personal service provided by families with deep roots in the local community, and a deep commitment to upholding professional standards. Some of the oldest, continuously operated businesses in the country are family-owned funeral firms.

### What's In A Name?

Today, as in many industries, the funeral profession has seen the emergence of national, and even international funeral service conglomerates. But unlike other industries, these conglomerates rarely promote their presence. Often, there isn't even a name change. And that makes it difficult for you, as a consumer, to easily tell the conglomerate-owned funeral firms from our family-owned firm. Without asking, you might never know if the owners you may have come to know and trust continue to make the day-to-day decisions which affect your family when you need the services of a funeral Home.

### If You're Unsure, Ask

We think it is important that you do ask. Because we think when you need the services of a funeral home, you should turn to the firm who has an investment in making the experience right for you.



[www.cremationoptions.com](http://www.cremationoptions.com)

call us at 1-877-989-9090

[info@cremationoptions.com](mailto:info@cremationoptions.com)

## THE BENEFITS OF CHOOSING A FAMILY- OWNED AND OPERATED FIRM...

As a family-owned and operated funeral firm, we believe we are better prepared to serve your family.

There are many reasons why:

- ✘ Personal Pride
- ✘ A focus on families, not profits
- ✘ A knowledge of local customs
- ✘ An investment in the community.

## WHY A FAMILY-OWNED FUNERAL HOME IS BETTER...

### **A Singular Focus**

All of our attention is devoted to making our funeral home the best it can be in terms of satisfying the needs of our friends and neighbors. We are not distracted nor bound by corporate mandates. We're more flexible. More responsive to your needs.

### **Personal Pride**

This is our business. You can be assured we take great personal pride in keeping our facility and our vehicles in top condition. We are also proud of our staff, and regularly pursue continuing education to maintain the highest level of professional services.

### **A Long-term Commitment**

It is very important to us to not only fill your current needs, but to build a relationship so you will return to us in the future. We have A long-term commitment to this community. When you need us, we'll be there.

### **A Focus On Families, Not Profits**

Large corporations answer to shareholders. We answer to you. In our family-owned company, there is no pressure from the corporate headquarters to increase profits. We understand our business will do well when we serve you well.

### **A Knowledge Of Local Customs**

Funeral traditions vary greatly around the country. We have a fine appreciation of local customers and expectations. On the other hand, the staff and management assigned to a funeral home by a national company may be from another state or even country. And that can create a lack of awareness and sometimes Disappointment when expectations are not met.

## IT'S NICE TO KNOW WHO YOU'RE WORKING WITH

If you're like most people, whether you're buying a car or hiring a lawn service, you find it's nicer to work with a small company. You like the flexibility and the personal service you can get when you can talk directly with the owner. We feel the same way.

The more you know about family-owned and operated funeral homes, the more you will come to appreciate the difference.

Whether you need to consult with us about prearrangement's, would like more information about a topic like cremation options or funeral costs, or are interested in aftercare services, please call. And, especially, when you need our immediate assistance at the time of death, we're available 24 hours a day.

*We're a part of your community.*

*We're family.*

## Service That Exceeds The City Limits

As members of national associations and networks, we can assist your family in the event a death occurs away from home. This is made even easier when arrangements have been made in advance.

## An Investment In The Community

Just as you do, we turn to our neighbors for services and products. Whenever possible, we choose to do business with other family-owned and operated businesses. Preneed trust funds are invested in state and local banks. We also support many local charities, schools, and other community efforts.

## Special Services

Because we are attuned to the needs of the community, we can best provide any special services our families need. From preneed Planning to aftercare services, you can count on us to understand and provide for your needs.

## A Personal Relationship

When a family suffers the loss of a loved one, it can be comforting to know your funeral director. We take every opportunity to be involved in our community, and to create the kind of personal relationships that will allow us to provide the individualized, sensitive service your family deserves.



*“We will always be here when you need us!”*