HOW TO AVOID A FUNERAL CRISIS BEFORE IT HAPPENS

A Consumer Awareness Workshop
• Can a funeral cause a crisis in a family?
• We are here to talk about ways to keep it from happening!
• I am not any kind of expert on funerals or funeral planning. Everest is...
LET'S FACE IT...
DEATH CAN COME AT ANY TIME FOR ANYONE

NO ONE IS IMMUNE!

WHEN THE DEATH OF A LOVED ONE OCCURS...
• Our world is turned upside down
• Our logical thinking is destroyed
• Decisions have to be made quickly concerning funeral arrangements
• Usually within a 24 hour period of time
WHO WILL MAKE THESE DECISIONS…

<table>
<thead>
<tr>
<th>Burial or Cremation</th>
<th>Open or Closed Casket</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selection of a Resting Place</td>
<td>Religious or Secular</td>
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<tr>
<td>Type of Funeral Service, if any</td>
<td>Participants</td>
</tr>
<tr>
<td>Visitation, if any</td>
<td>Selection of Funeral Home</td>
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<tr>
<td>Type of Casket or Urn</td>
<td>How much to spend</td>
</tr>
<tr>
<td>Embalming</td>
<td>Obituary</td>
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THE WORST POSSIBLE TIMING…

OBVIOUSLY THE WORST TIME TO MAKE THOSE DECISIONS IS AT A TIME OF EMOTIONAL DISTRESS
HOWEVER...

THIS SITUATION IS AVOIDABLE!
HOWEVER…
THIS SITUATION IS AVOIDABLE!
HOW?
HAVE A PLAN

This workshop is about an easy, unique, and simple solution to what can be a difficult, complicated, and expensive life event.
WHY PLAN AHEAD?

- What are the top 2 reasons consumers prearrange their funeral each year?

Source: Artisan Research & Communication Inc., Survey March 2012
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  • “Makes it easier on my family”

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WHY PLAN AHEAD?

• What are the top 2 reasons consumers prearrange their funeral each year?
  • “Makes it easier on my family”
  • “ Ensures that my wishes are carried out”

Source: Artisan Research & Communication Inc., Survey March 2012
A funeral is the third most expensive life event, after buying a home and a car.*
  • What about college? Not everyone goes.
  • What about a wedding? Not everyone gets married.

But all of us in this room will have some type of funeral

You are making significant financial decisions at a time when you are:
  • Under considerable time pressures
  • Emotionally distraught and vulnerable

*Source: AARP
FUNERAL ARRANGEMENTS

• Over 150,000 Canadians pre-arrange their funerals each year
  • 84% believe that it’s better to pre-arrange their own funeral* How many of you would agree with that?
  • Yet only 5% of us have made any such arrangements.* Could that be some of you?
  • Most people know they should but they don’t

*Source: Artisan Research & Communication Inc., Survey March 2012
What is the #1 concern of consumers when making funeral arrangements?

Source: Artisan Research & Communication Inc., Survey March 2012
What is the #1 concern of consumers when making funeral arrangements?

Not being able to afford it!

Source: Artisan Research & Communication Inc., Survey March 2012
HOW MUCH DOES A FUNERAL COST?

- Funeral / Memorial Service
- Casket / Container
- Embalming (if requested)
- Visitation
- Grave Space
- Burial Vault
- Tombstone or Marker
- Inscription on Tombstone or Marker
- Cremation Fee
- Urn

- Obituary Notices
- Flowers
- Charitable Donations
- Memorial Books
- Prayer Cards
- Thank You cards
- Internet Memorial
- Travel (out of town guests)
- Legal expenses
- Limousines
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HOW ABOUT A GATHERING, RECEPTION, OR WAKE?
SO...

- What do I actually need?
- What are the costs?
HOW MUCH DOES A TYPICAL FUNERAL COST?

- Burial: __________
- Cremation: __________
HOW MUCH DOES A TYPICAL FUNERAL COST?

- Burial: $10,000 - $20,000
- Cremation: _______________
HOW MUCH DOES A TYPICAL FUNERAL COST?

- Burial: $10,000 - $20,000
- Cremation: $2,500 - $10,000
WHERE TO GO FROM HERE???

- Decisions need to be made
- You have 3 options
1. Do Nothing

2. Go to a funeral home and “prepay” your funeral

3. Purchase “Final Expense” life insurance
1. DO NOTHING

- Most popular and easiest choice
- Leaves your family to cope with arranging and paying for your funeral under the worst of circumstances
- No time or information to make informed decisions
- Funeral, burial, or cremation expenses due immediately
2. PREPAYING WITH A FUNERAL HOME

- Locked into that funeral home
- Money you pay is actually buying an insurance policy or is put into a trust account
  - Funeral home is the beneficiary
- Difficult to price shop unless you visit funeral home after funeral home
3. PURCHASE “FINAL EXPENSE” LIFE INSURANCE

- Simple life insurance policy
- No support or guidance for your family
- Does not pay in time for funeral expenses
  - Have to wait for death certificate
  - Funeral home wants to get paid now
NOW THERE IS A 4TH OPTION
INTRODUCING

THE EVEREST PACKAGE

WHOLE LIFE INSURANCE FROM
WESTERN LIFE + EVEREST SERVICES

AVAILABLE ONLY THROUGH
WORLD FINANCIAL GROUP
INSURANCE AGENCY OF CANADA INC.
INDEPENDENT EXPERT
FUNERAL PLANNING ADVICE

- 24 X 7 Advisor Planning Assistance
  - Handling funeral planning issues
  - Creating a personal funeral plan

- Online Funeral Planning Tools

- Everest PriceFinder<sup>SM</sup> Research Reports
  - Detailed, local funeral home price comparisons
  - Available on demand via our website

- Tenzing<sup>™</sup>
  - A secure, cloud-based vault for storing personal information

- Will Prep<sup>™</sup>
  - Create a Will, Health Care Directive and Power of Attorney
✓ AT-NEED FAMILY SUPPORT

• Family Assistance and Plan Implementation
  - Communicate the client’s Personal Funeral Plan to the funeral home, removing the family from a sales-focused environment
  - Provides 24 hour assistance to family throughout the funeral process

• Negotiation Assistance
  - Gather pricing information and present to client in an easy-to-understand format
  - Negotiate funeral service pricing with local funeral homes
  - Help the family compare prices of caskets and other products
- Simplified issue
  $5,000 to $30,000
- Guaranteed issue
  $10,000

• Whole Life Insurance
  - Issued by: 

• Guaranteed Acceptance¹
  - Apply between ages 18 and 80

• Guaranteed 48-Hour Payout²
  - The proceeds of your life insurance can be paid to your beneficiary within 48 hours of death. Guaranteed.
    Your family can then use the money to cover the funeral bill, burial, or cremation costs, or any other expenses.
    Any remaining money can be used by your beneficiary in any way they choose.

• Tax-Free Proceeds³
  - The death benefit will be paid tax-free to your beneficiary upon your death

• Easy to Purchase
  - Simple form to complete

2. Benefits paid after the first 2 years.
3. Life insurance proceeds are generally paid tax free. However, a tax specialist should be consulted.
THANK YOU

EVENREST
The First Nationwide Funeral Planning and Concierge Service