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…

- Burial or Cremation
- Selection of a Resting Place
- Type of Funeral Service, if any
- Visitation, if any
- Type of Casket or Urn
- Embalming
- Open or Closed Casket
- Religious or Secular Participants
- Selection of Funeral Home
- How much to spend
- Obituary
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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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 1.5 million people 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?
THEREFORE...

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

• Burial: ____________

• Cremation: ____________
QUESTION

HOW MUCH DOES A TYPICAL FUNERAL COST?

• Burial: $10,000 - $20,000

• Cremation: ________________
QUESTION

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
FUNERAL PLANNING OPTIONS

1. Do Nothing
2. Go to a funeral home and “prepay” for 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 FOURTH OPTION
INTRODUCING

THE EVEREST PACKAGE

WHOLE LIFE INSURANCE FROM
IA AMERICAN + EVEREST SERVICES

AVAILABLE THROUGH
WORLD FINANCIAL GROUP, INC.
INDEPENDENT EXPERT FUNERAL PLANNING ADVICE

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

- **Everest PriceFinder℠ Research Reports**
  - Detailed, local funeral home price comparisons
  - Available on demand via our website

- **Tenzing™**
  - A secure, cloud-based vault for storing personal information

- **Online Funeral Planning Tools**
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
✓ Whole Life Insurance

- Immediate Death Benefit
- Return or Premium Death Benefit
  $5,000 - $35,000

• Whole Life Insurance underwritten by:

• Availability:
  - Up to age 85

• Easy to Apply
  - Simple application to complete
  - No medical exam
  - Based on answers to medical questions on application
  - Life Insurance premiums never increase

• 48- Hour Payout\(^1\)
  - The proceeds of your life insurance may be paid to your beneficiary in as little as 48 hours of death. Your family may 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 Proceeds\(^2\)
  - The death benefit will be paid tax-free to your beneficiary upon your death

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1. Life insurance proceeds paid after the first 2 years.
2. Life insurance proceeds are generally paid tax free. However, please consult a tax professional for your unique situation.
THANK YOU

EVEREST
The First Nationwide Funeral Planning and Concierge Service