

# Funeral Plans-Canada is your Independent Preneed Marketing Company



## Financial Products

- Independent product provider
- Highest selection standards
  - Guaranteed growth
  - FPC administration - consistent reporting, enrolment packages, etc.  
*“Funeral Directors serving Funeral Directors”*
- 12 payment plans including Single Pay, 1 through 10 years and a 15 year plan
- No insurance license required
- Day One coverage without Health Questions
- Credit Card card payments accepted on 2 to 15 year monthly payment plans

## Growth and Marketing Allowance

- Variable or 3% growth rates to protect ALL future risk
- Very competitive compensation
- Full charge-back only for first six months (prorated for 6 months thereafter)

## Options

- One and Two Year Early Payoff Options
- 100% return of payment on Single Pay Plan
- 90-day return of all premium on Multi-Pay Plans
- Highest Cancellation Values on Multi-Pay Plans
- Optional Secondary Beneficiary designation
- No-cost Joint-First-to-Die
- No-cost Accidental Death
- Guaranteed Travel Assurance Plan (stand-alone product)
- Victoriaville Future Margin Advantage price protection program

## Progressive Marketing

- Consistent research and design of systems to bring families to you
- Preneed Web Designs
- Mail Marketing
- Family Care (25% to 30% sales)
- Remember When Seminar Program
- Remembrances Kiosk
- Smart Choice Seminar Program

## On-Going Counsellor Support

- Comprehensive training (sales and all marketing programs)
- 24/7 Online Care Centre access to complete reporting and policy statements
- Goal-setting and on-site consultation
- Education - seminars and training
- Incentives - trips

## Innovative Solutions, Securing More Funerals for Future Generations

- Increase market share and strengthen public relations with progressive marketing approaches
- Increase average funeral value by reinforcing traditional values
- Increase effectiveness of entire staff ability to secure future business

*“Innovative Solutions, Securing More Funerals for Future Generations”*

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