

# *Simple Steps*

*to Advance Planning*



# *Consider This . . .*

Most significant events in our lives require planning;  
you rarely just let them *happen*.



# *Funerals Require Planning, Too!*

- Like other major life events, funerals require planning.
- Today, prearranging and prefunding one's own funeral is not uncommon:
  - 34% of persons over the age of 50 have preplanned a funeral for themselves and/or someone else.

*\*AARP, Funeral and Burial Planners Survey (2007)*



# *Benefits of Preplanning*



- By planning ahead, you relieve your family of the financial and emotional burden.
- Your life is remembered just as you want it.
- You have the peace of mind that everything is taken care of.



# *How Much Does a Funeral Cost?*



## **Average Funeral Price: \$7,323.**

- This includes basic items, but not cash advance items, like:
  - Cemetery Costs
  - Monuments/Markers
  - Obituary Fees
  - Flowers
- Funeral Costs increasing faster than costs of living, growing 45% between 2001-2006



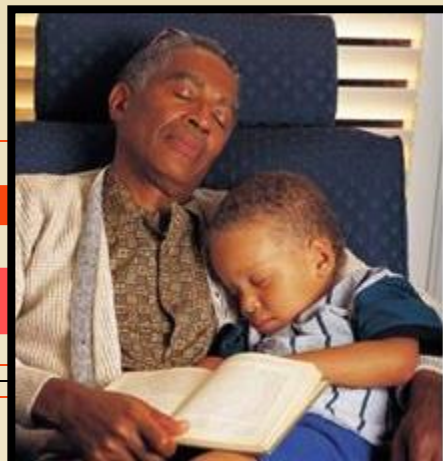
# *Advance Planning in 3 Simple Steps*

## **Funeral Prearrangement**

- Selection of service
- Selection of merchandise

## **Prefunding**

- Payment options







*Funeral*  
*Prearrangement*  
**Selection of Service**

# *How Will You Be Remembered?*



Have you given any thought to the type of service you'd like to receive?

Maybe you're set on a traditional  
**Funeral Service with Burial**

– or –

Perhaps you'd like to consider  
**Funeral Service with Cremation**





# *Why Include a Service?*

Allows family and friends to celebrate your life as you would have liked to be remembered.

Provides closure that allows the healing process to begin.



# *Common Service Choices*



- Basic services at the Funeral Home
- Visitation and/or Memorial Service
- Memorial Services at a Church
- Graveside Services



# *Personal Touches*



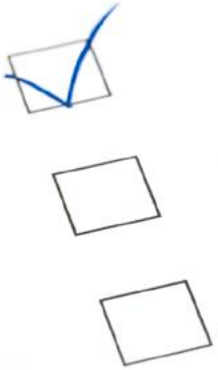
- Veteran Recognition
- Butterfly or Dove Release
- Luncheon
- Video/Slideshow Tribute
- Photo Display
- Green Tribute or Memory Garden
- Charitable Donations (in lieu of flowers)



# *Other Options*

- Direct Burial or Cremation
  - Occurs shortly after death, often without a visitation.
  - Can still include a memorial service at the graveside or other special place of your choosing on a later date.

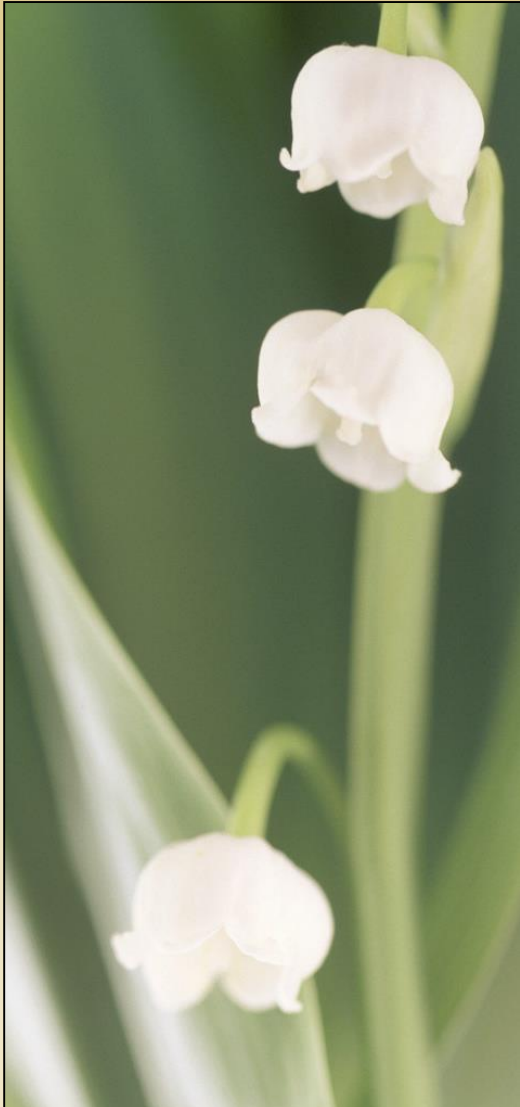




*Funeral*  
*Prearrangement*  
**Selection of Merchandise**



# *Merchandise Selection*



## Things to consider:

- Casket or alternative container
- Outer burial container/burial vault
- Clothing
  
- Cremation urn
- Headstone or Marker
  
- Printed Materials
- Flowers
- Memorialization items





# *Prefunding*

## ***Payment Options***

# *Common Funding Sources*

***If something happened to you today,  
how would your funeral be paid for?***



## **Personal Savings**

- Medical costs may have eroded balance
- Funeral expenses further deplete assets

## **Family and Friends**

- Emotional stress
- Financial burden

## **Credit Cards or Loans**

- Interest rate expense
- Credit limits



# *Life Insurance is for the Living*

- Life Insurance is intended to allow loved ones to maintain their standard of living after a death.
  - One in four women goes broke within two months of their husbands' deaths.\*
- Funeral expenses generally due at time of arrangements.
  - Life insurance generally takes weeks to process, leaving the grieved scrambling to get the money from other sources.

\* "Money, A Memoir: Women, Emotions and Cash", Liz Perle (2006)



# *Prefunding: Another Way to Pay*

## **Here's how it works:**

1. Arrange to pay for your funeral with a custom Preneed Life Insurance Policy designed *just* for payment of funeral expenses.
2. At the time of need, your preferred funeral home provides all the products and services that you have selected in advance.
3. Your specially-designed policy authorizes payment of the benefits directly to the funeral home!





# *Why Prefund?*

Prefunding provides a gift of love and peace of mind for you and those you care most about.

Ask your funeral planning professional for more details about the right plan for you.





# *Closing Thoughts*

***Next Steps***

# *Three Steps to Peace of Mind*



1. Organize Documents
2. Plan the Funeral
3. Decide How to Fund

