



Preneed Specialist Stresses Importance Of Funeral Pre Arrangements

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Preneed Specialist, a company that provides advice on direct marketing for funeral service professionals and the pre-need industry, wants to emphasize the value of funeral pre arrangements. The company points out that making funeral arrangements is something most people don't want to think about. However, experts all recommend that people make arrangements for their own funerals long before they actually pass away, as this will ensure that their wishes will be followed and that loved ones left behind won't have to deal with worries of doing it wrong. Preneed Specialist is now working closely with organizations that enable people to make such arrangements.

Brian Beck, president of Preneed Specialist, says: "We all hope, deep down, that we will live forever, but we know that we won't. We understand how difficult our passing will be on those whom we leave behind. Having the right pre arrangements in place will ensure our loved ones can grieve properly and in peace. We have a number of direct marketing solutions pre-need companies can use so that they can more effectively spread the word about the value of these arrangements."

Specifically, Preneed Specialist offers personalized cross media communication products, direct mailing

products, newspaper advertisements and inserts, collateral material, internet and electronic marketing materials, luncheon learn seminar, aftercare, and various pieces of collateral material. Put together, these services enable companies to send out information about their funeral pre arrangement options in such a way that they are seen by the target demographic. More information can be found at <http://www.preneedspecialist.com/products.html>.

"For more and more people, funeral planning has become an extension of estate and will planning," adds Mr. Beck. "Writing a will is not seen as some sort of admittance that we will soon die, and, luckily, more people are now understanding that planning their funeral in advance isn't either. Rather, it means everything will be done according their wishes, and that it is already paid for as well."

The Federal Trade Commission (FTC) has recently released a number of pre planning tips for those who want to organize their own funeral. The article from the FTC also discusses the pros and cons of paying for a funeral in advance, which is not an obligation by law. It also discusses the importance of making sure someone is entrusted with a copy of those wishes.

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For more information about Preneed Specialist, contact the company here: [Preneed SpecialistMr. Beck8884769773bbeck@srbsolutions.net7614 Beal St](mailto:bbeck@srbsolutions.net)

Preneed Specialist

Our focus is growing brand loyalty for our funeral service professional's future through pre-arranging and securing them in the communities they serve through educating the community.

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