



Preneed Specialist Highlights Why There Is A Need To Preplan A Funeral

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Preneed Specialist is raising awareness on why there is a need to preplan a funeral. Preplanning, according to them, is a way to make sure that people have their wishes met after they pass away, while at the same time ensuring that their loved ones who have been left behind do not have suffer the stress of arranging and paying for a funeral. Preneed Specialist has also launched a wealth of direct marketing services for companies offering preplanning options, enabling them to better highlight their services.

Brian Beck from Preneed Specialist says: "Preplanning a funeral is becoming increasingly common. In fact, many people now see it as an essential of their end of life planning, on par with writing a will and planning their estate. It is not grim or dark to consider the reality that we are all mere mortals, and making sure that you have things set up so that your final farewell is as you would have wanted it to be, is a wonderful feeling."

One of the questions that is frequently raised by people is the issue of payment. Unfortunately, funerals are not cheap, particularly if people have specific wishes. The Federal Trade Commission has listed a number of important details about whether or not people should choose to prepay, and the U.S. News and World Report has also published an article about it. This can be found at

<http://money.usnews.com/money/retirement/articles/2008/02/15/should-you-prepay-your-own-funeral-expenses>. Essentially, both agree that not all funeral plans deliver on what they promise, which is why it is important to be careful before prepaying.

"Some organizations now recommend that people make their pre-funeral arrangements and get a quote for the price, and then simply set up a fund for this separately," adds Mr. Beck. "We believe that this is because some preplanning organizations have built a really bad reputation for delivering a poor quality service. What we do is help good organizations build a solid reputation through various branding efforts, so that people will trust these companies and pay for their arrangements beforehand, thereby really making sure that their wishes will be followed in full."

Preneed Specialist recommends that those interested should visit their website to review the various branding products they have available.

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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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