



Differences Between Corporate Vs Family Owned Funeral Homes Highlighted

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Preneed Specialist, a business that focuses on delivering quality digital and physical marketing products for funeral homes and the pre-need industry, is highlighting the differences between family owned and corporate owned funeral homes. The company provides marketing products to either type of funeral home, as can be seen on their website at <http://www.preneedspecialist.com/products.html>.

Brian Beck, president of Preneed Specialist, says: "It is sometimes strange that people profit from loss, but the funeral home industry is a necessary industry as people will surely die. That being said, this is not an industry in which people will quickly get rich, seen, for instance, in the fact that most funeral homes are family owned rather than corporate owned. Unfortunately, family owned businesses are often finding it hard to make ends meet. Fortunately, we have a number of packages in place to help them grow."

There have been a number of developments in the 'death' industry as of late. The first is that an increasing number of people are choosing to be cremated. Cremation, unfortunately, for funeral homes, is much cheaper than full burials. As a result, family owned businesses are finding it more difficult to stay afloat. While members of the Baby Boomer generation are starting to die, this has only marginally increased the work that

funeral homes have to do.

Brian Beck adds: "One of the things we encourage funeral homes and individuals to do is pre-plan their funerals. This will not only enable the funeral homes to stay in business, but it also means that people have the send off they would have wanted when their time comes. Through our various branding products, we can make sure that people become aware of this possibility, but that they also know where to go. And, in so doing, small family owned businesses are supported and may even start to experience growth."

The particular issues facing both corporate and family owned funeral homes have been highlighted in a recent article at <http://www.economist.com/node/9687914>. This clearly highlights the difficulties that funeral homes are facing as a business. Thus, there is a need for more effective marketing strategies.

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For more information about Preneed Specialist, contact the company here: [Preneed SpecialistMr. Beck8884769773bbeck@srbsolutions.net](mailto:bbeck@srbsolutions.net) 7614 Beal St

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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