



Cremation Business Solution

Give your families the funeral they want. No more, no less.

What is Simpler Times®?

Simpler Times is a network of reputable, independent funeral professionals across North America who are listening and responding to the evolving wishes of consumers who prefer simpler cremation over traditional funerals. Equipped with management software complemented by a family-focused website, invaluable grief, marketing and planning resources, Simpler Times providers are able to effectively offer simple and cost-effective solutions for their communities in conjunction with or as an ancillary to their traditional funeral home offerings.

Simpler Times can dramatically expand your service radius to attract new client families and new revenues more than you ever thought possible.



Cremation rates have *increased steadily* in both the U.S. and Canada since 1970 when the rates were 3.56% and 5.89% respectively. Although the rates in 2012 varied from state to state and province to province, according to the National Funeral Directors Association (NFDA), the national averages were 43.17% in the U.S. and 63.18% in Canada. This is not a trend that is going away; it will only increase.



How Can You Benefit?

New lead generation. New revenue streams.

Simpler Times sends a powerful message that your firm cares enough to provide a practical and more affordable solution that today's public is demanding. This comprehensive and modern solution helps you offer lower-cost options while maintaining the high standards of facilities and services your traditional families demand. As a Simpler Times provider, you can access a nationally recognized cremation brand, creative business strategies and a powerful marketing program designed to regain consumers' trust in the funeral industry. The program also unites providers through a national marketing identity, creating a foundation for an exclusive buying group to help lower your costs and allow you to set pricing at a level that is expected and appreciated by today's families.

How Can Your Families Benefit?

Simpler Services. Simpler Choices.

Simpler Times was created to help families who prefer direct cremation. As a growing segment of the population demands a shift away from traditional funerals toward more practical and less expensive solutions, funeral professionals need to effectively respond to these wishes. More families want less: direct cremation with or without a memorial service at a later date. When families recognize that your firm is listening and responding to their needs, they will reach out to you now and in the future. Knowing that you are there to support them with trusted disposition, memorialization, and grief support services will make all the difference to your bottom line.





Package Features

- Exclusive Territory Protection
- Single-Data Entry
- Network Transfer Convenience
- Cremation Website
- Package/Quote Builder
- Memorial Tribute Sites
- Revenue Generators
- Personalization Options
- Online Lead Generation
- Marketing Center
- Forms Generator
- Start-up Resources
- Business Stationery
- Online Grief Resources
- Vehicle Wraps
- Apparel
- Keepsakes and Memorials
- E-commerce Enabled



Simpler Times Website

So much more than just a website

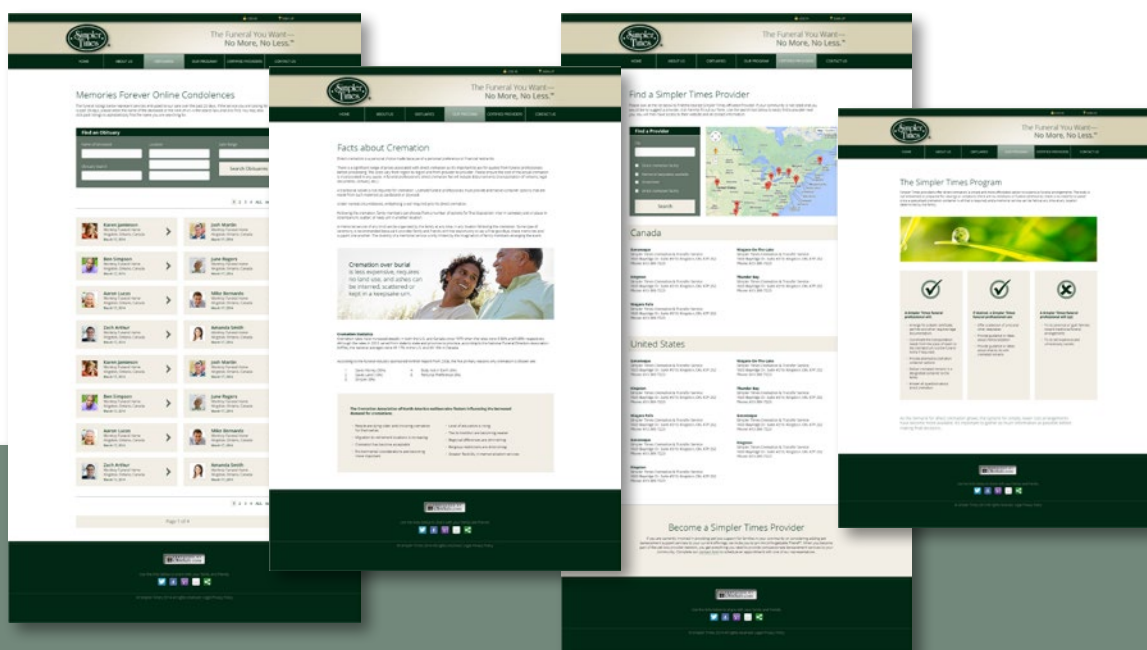
A Simpler Times website creates an online presence that will beautifully and effectively represent your firm. It establishes trust, boosts online traffic, adds value to your business, and positions you as the leader with families choosing cremation.

Choose our standard website theme or upgrade to a custom design created by our award-winning graphic artist team. Your new website will not only be visually appealing to your target audience, it will provide relative content and links to meet the expectations of your families and community searching for information.

Built to professionally showcase your services and products, your website incorporates pertinent consumer details, rigorous built-in search engine optimization (SEO), social media integration, and revenue generators to further offset your costs. The website also comes equipped with pre-built content and easy-to-use administrative tools to update, change, add, or delete content—in seconds. Unique app-based features focus on memorialization and personalization, marketing, and community connections.

A Simpler Times website also features exclusive educational and grief support content unavailable anywhere else and an online pre-planning tool for families to transmit their intentions directly to your firm for safekeeping. In addition, the site also includes:

- Memories Forever memorial tribute web pages
- Package/Quote Builder
- E-commerce/Product Catalog
- Staff & Business Directories
- Online Flower Ordering
- Associations and Social Media Widgets
- Community Resources Links
- Grief Resources





Revenue Generation

When you become part of the Simpler Times provider network, your website works for you 24 /7, educating prospective clients about your services and the families you've served, while effortlessly generating a revenue stream. The profit-generating features of the site include:

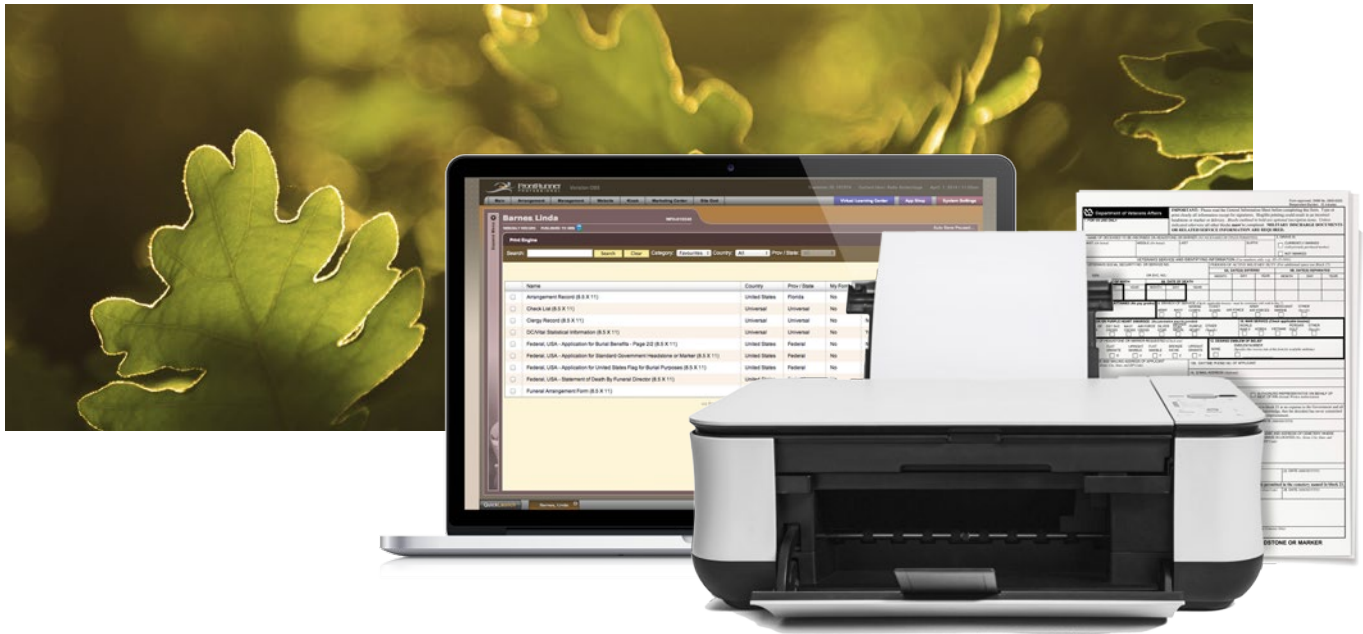
- Dramatically Expanded Service Reach
- Memorial Candle Program
- Heartfelt Sympathies Floral eCommerce
- Print-on-demand Sympathy Cards
- eCommerce Product Catalogues
- DVD Creation
- Webcasting Services

You can also earn revenue using your Memories Forever theme-based print and tribute video creator programs.

Products

The family-friendly website included in the Simpler Times package incorporates an e-commerce portal. Families can easily browse the extensive selection of beautiful memorial and tribute items. Each product listing contains a detailed description and link to purchase. You are free to use the product and pricing that best suits your market. As the network grows, we will work together to reduce product costs through economies of scale and develop consistencies for consumers regardless of their location.





Forms Printing

Create and print forms with a simple click of a button. Simpler Times uses one-write logic; enter the vital information once and the fields instantly populate the forms you need such as the Death Certificate and Cremation Authorization Form. Hit Print or Save and the form is ready to go!

Package/Quote Builder

Internet-savvy consumers conduct thorough research before ever picking up a phone or stopping by to discuss your services. They want to know exact costs and have the ability to bottom line expenses in the comfort of their own home. The Simpler Times Quote Builder moves you outside the 'package' trend and allows prospective families to determine the costs associated with your services and merchandise based on what they want, not on what others tell them they need. They can submit it directly to your firm for further discussion or save and print as a reference during their decision-making process. Consumers want tools like this in order to make informed decisions. Providing this feature will benefit your firm in the long run as it demonstrates transparency and efficiencies.



Memories Forever

Create family loyalty with memorial tribute websites

Memories Forever helps families preserve their memories of loved ones with beautiful online tribute pages, the most user-friendly memorial websites available. Built directly into the Simpler Times website, the pages are interactive and social media enhanced. You will benefit from the built-in revenue generation features while families appreciate your caring attention in paying tribute to their loved ones' memories. Memories Forever includes:

- a family interactive platform
- anniversary notifications
- memorial candles
- condolence messages
- memorial donation portal
- sympathy cards
- photographic memories slideshow
- flower ordering
- social network sharing



Personalization

Your firm can offer additional services with the Memories Forever personalization toolkit. Incredibly easy to use, the technology creates tangible memorialization pieces for families. This exclusive program includes an on-demand print engine, DVD generator and stationery generator. High-definition EventCasting is also available for those families arranging a memorial service. Let families try getting all of this from the other low-cost providers out there!

Grief Center

Separate yourself from the 'billboard' providers. The Simpler Times Grief Center is a complete online aftercare solution. From inspirational and helpful writings to the Heartfelt Sympathies Store, it's full of services to help your families through a difficult experience. Add the 365 Days of Grief or the 52 weekly tips on Helping a Friend Through Grief, and a directory of local community grief support groups, and your firm will be setting new standards in professional care in your community.

Online Grief Library

Families today are searching for information to educate and empower them to deal with the loss of a loved one. The Simpler Times websites feature online articles, eGuides and email messages to help with grief.

Online Articles

These articles—written by a certified grief counselor and authorized funeral director—offer effective and quality bereavement support. Website visitors coping with the loss of a loved one will appreciate these helpful resources and the fact that your firm is offering them at no cost, with no strings attached.

Grief Support Program

The Simpler Times series of email messages, combined with grief resources, will help guide your families through the bereavement journey. Subscribing is easy and they can unsubscribe at any time.

- **365 Days of Healing:** the year-long daily email series is designed to assist the bereaved in mourning with intention. Each message offers insight into the nature and purpose of grief.
- **52 Weekly Tips:** the year-long weekly email series is intended for those who want to be an ally to a family member or friend in bereavement.

The collage features several resource cards from the Simpler Times Grief Center:

- Helping Older Adults:** "You would think that loss affects in exactly the same way. But, because of all the loss they have..."
- Scattering a Loved One's Ashes:** "A scattering ceremony can be a profoundly meaningful experience for friends and family. It can be held shortly after, or occur months afterward."
- 40 Ways to Nurture Your Well-Being:** A table with four columns: Physical Well-Being, Mental Well-Being, Emotional Well-Being, and Spiritual Well-Being. Each column lists specific practices like "Take a walk", "Read a book, magazine or article", "Listen to music you enjoy", and "Connect with nature".
- Understanding a Child's Grief Cycle:** "Children grieve spontaneously and every child's grief experience is unique and individual. They tend to work through grief rather than progress forward through the grief cycle. These are some common experiences: Shock and denial, Protest and strong emotions, Disorientation, Deep sadness, hopelessness, fear of failure, aimlessness, irritability, Acceptance and/or adjustment."
- Response to Loss from Younger Children:** "How children react will depend on how close they were to the deceased, their age, and their prior experiences with death. Preschool-aged children do not understand that death is final and they may confuse death with sleep. They may also show greater interest in things that are dead. As children reach elementary school ages, they begin to understand that death is final but this concept often creates more fear and sadness. Children in both age groups typically have difficulty expressing their feelings verbally because they either don't have the ability to do so or find that talking about death provokes too much anxiety."



< Marketing Tools

Lead Generation

As a member of the Simpler Times network, you will benefit from being part of the Matrix, FrontRunner Professional's strategic online marketing initiatives. SimplerTimes.com is a consumer-focused website capturing the interests of families seeking more affordable end-of-life care options and educating them on the importance of paying tribute to their loved ones. The site then leads online visitors to the exclusive directory listing—to the direct cremation professional in their community who can help them: You! As well, online pre-arrangement forms allow your firm to build relationships with families who take steps to formalize their plans and send to you for future use.

Marketing

Boost Your Business with Helpful Tools

The Simpler Times turnkey technology solution not only provides your firm with all the managerial software tools you will need and a family-friendly website promoting your services, the following selection of business-building products and tools is also available.

Marketing Tools

Simpler Times' exclusive Marketing Center includes promotional collateral essential for growing your direct cremation business. These pieces include newspaper advertisements in color and black & white, full page print-outs for internal advertising, tri-fold brochures, and more. Each piece is expertly designed to capture the attention of your target audience and motivate them to reach out to your firm.



Stationery

A major consideration for any new business is professional stationery. Our designers have created matching letterhead, business cards, and #10 envelopes. These beautiful pieces will allow you to promote your brand and demonstrate that you are established and prepared to do business. Order what you need and we will personalize it for you!

Vehicle Wraps

A vehicle wrap is the best and most cost-effective advertising tool available to small businesses. With our distinctive van wraps, your company vehicle will become a moving billboard and effortlessly connect with your families like no other advertising medium.

Apparel

You and your employees will look sharp while wearing these custom-designed polo shirts. Beautifully-crafted, they come in both long- and short-sleeves and in a range of standard sizes. These comfortable polo shirts make promoting your business a snap!

When you become part of this exclusive direct cremation provider network, you will be the first in your community to access these innovative promotional tools.





Funeral professionals are beginning to understand that the firm up the street is no longer their only competitor. Faced with an onslaught of new, low-cost providers and direct disposition Internet plays, funeral professionals need a sophisticated, comprehensive approach to re-claim the families they are losing to this new market.

Thankfully, as valued FrontRunner clients, select firms now have all the tools they need to effectively compete and dominate in this new world.

Learn more today.
Call or visit us online.



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