

The Benefits of Preplanning

[Your Name & Funeral Home Name]

[funeral home logo]



*Talking about death doesn't
bring death closer.*

It's about planning for life.

[funeral home logo]

[Photo of your funeral home]

[Your Name + Title]

[Photo of
You]



Opened
in
[year]

[fh fun
fact?]

Let's Talk About the Elephant in the Room



Top 3 Barriers to Preplanning

37%



They have other priorities
at the moment

21%



They prefer not to
discuss/seems morbid

24%



They are not yet sure what
they want

What is Preplanning?



Funeral preplanning is the process of arranging and paying for your funeral in advance to ensure your wishes are honoured and to ease the burden on loved ones.

1

Decide Your Preferences

- Burial or cremation
- Type of service
- Location
- Personal touches



2

Document Your Wishes

- Meet with us to discuss and document your wishes



3

Arrange Payment

- Prepay with us using trust or insurance

include testimonial about how preplanning at your funeral home helped someone you served



The **Wise** Decision - Plan Ahead for a Stress-Free Future



The **3 C's** of Preplanning



Comfort

A Gift of Peace to You and Your Loved Ones



Control

A Smart Investment



Clarity

Your Wishes. Your Way.

Game Time!

Know your stats!



What is the **biggest motivator** for Canadians to preplan their funeral?

Peace of mind
knowing their affairs
are in order

Reduce stress or
pressure on loved
ones

Ensure that their
wishes and
preferences are
carried out



What is the biggest motivator for Canadians to preplan their funeral?



38% of Canadians are motivated to preplan their funeral for the peace of mind knowing their affairs are in order.

Peace of mind
knowing their affairs
are in order
38%

Reduce stress or
pressure on loved
ones 35%

Ensure that their
wishes and
preferences are
carried out 32%



What percentage of Canadians are
open to preplanning their funeral?

23%

46%

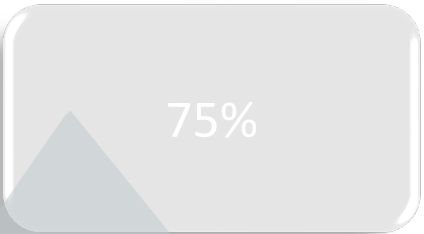
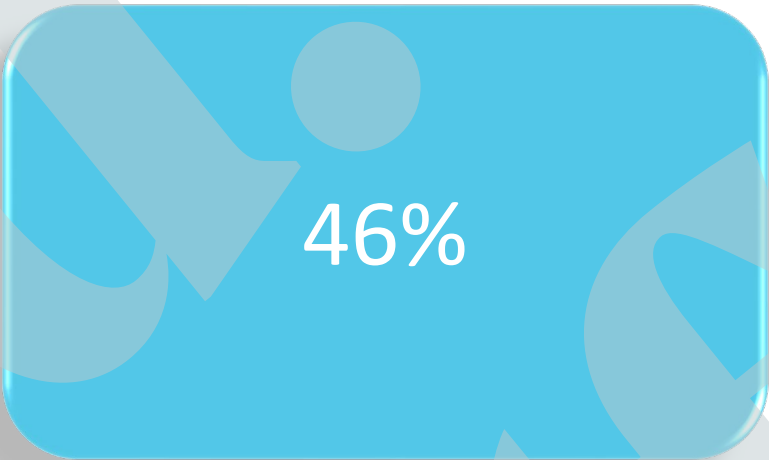
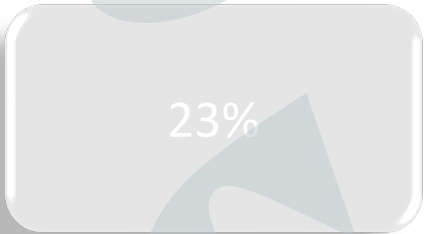
75%



What percentage of Canadians are open to preplanning their funeral?



46% of Canadians are open to preplanning their funeral.



*Source: Consumer Sentiments Towards End-of-Life Planning, Third Edition, 2026



Death is real, and so is Inflation

1 Dozen Eggs



2010 = \$2.64

2025 = \$4.94

87% 

Blender



2010 = \$60.00

2025 = \$105.00

75% 

House



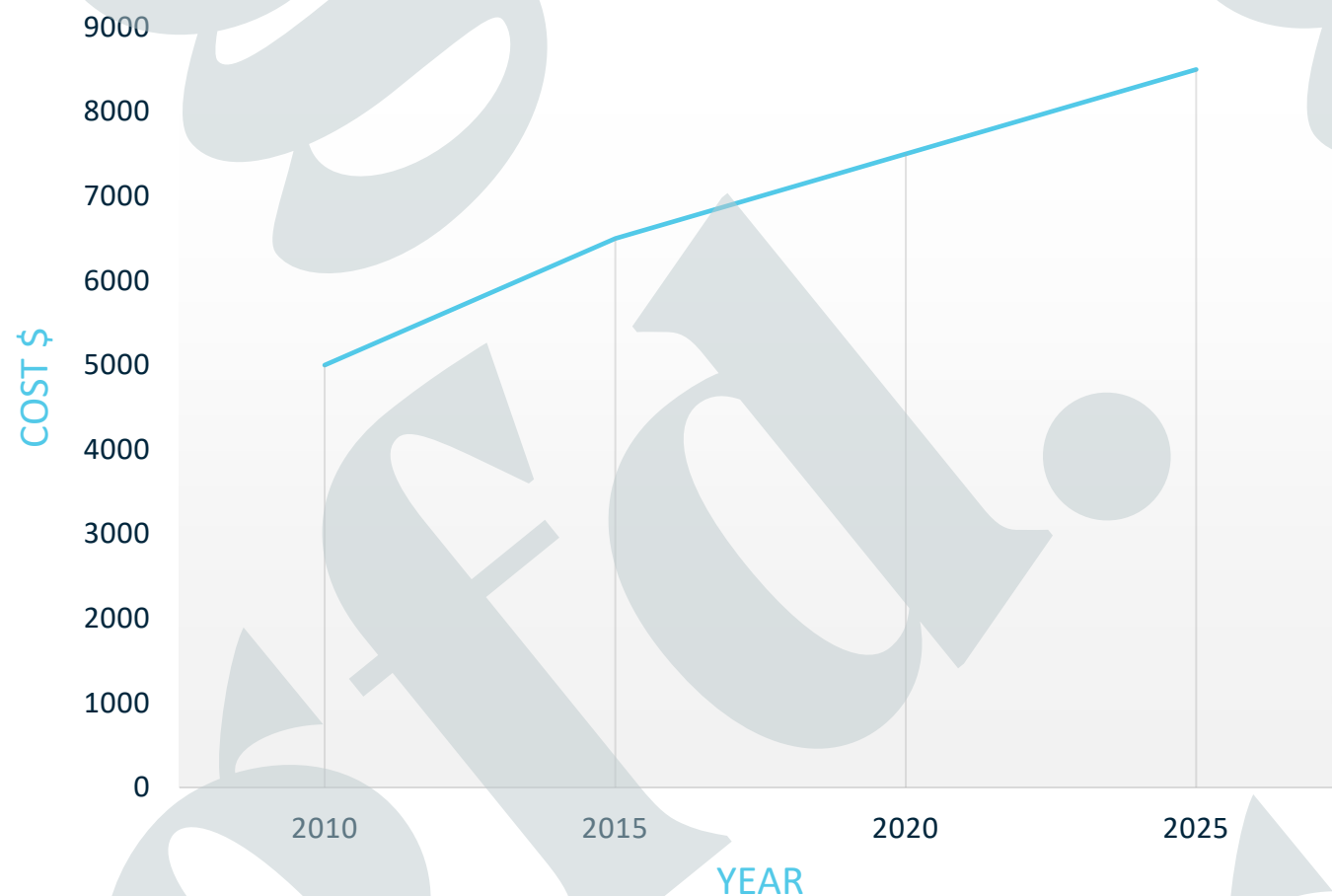
2010 = \$345,500

2025 = \$691,643

100% 

Death is real, and so is Inflation

Average Cost of Funeral in Canada



The average cost of a funeral has increased by 83% since 2010

83%
increase



Protect
Against Inflation

This is why it's a **good idea**



Provide
Security

Protection for Loved
Ones



What are the Financial Options?



INSURANCE

A variety of plans and payment terms to fit any budget

Plans are 100% portable and transferrable to any funeral home in Canada

No cost additional Accidental Death Benefit for grandchildren and great-grandchildren under the age of 18



TRUST

Flexible payment terms to fit any budget

Principle is guaranteed, and any surplus returns to the estate (or additional expenses)

Plans are 100% portable and transferable to any funeral home in Ontario

Your Next Steps



3

Simple Steps



Three Simple Steps



1

A Personalized Plan, Tailored To You



Our knowledgeable and compassionate team will create a personalized plan reflecting your unique style and preferences.



Whether you plan in advance using our planning tools or with a funeral professional, we are here to support you every step of the way.



Three Simple Steps

2 Sharing Your Wishes



Communicating your wishes with your loved ones is a vital part of the preplanning process.

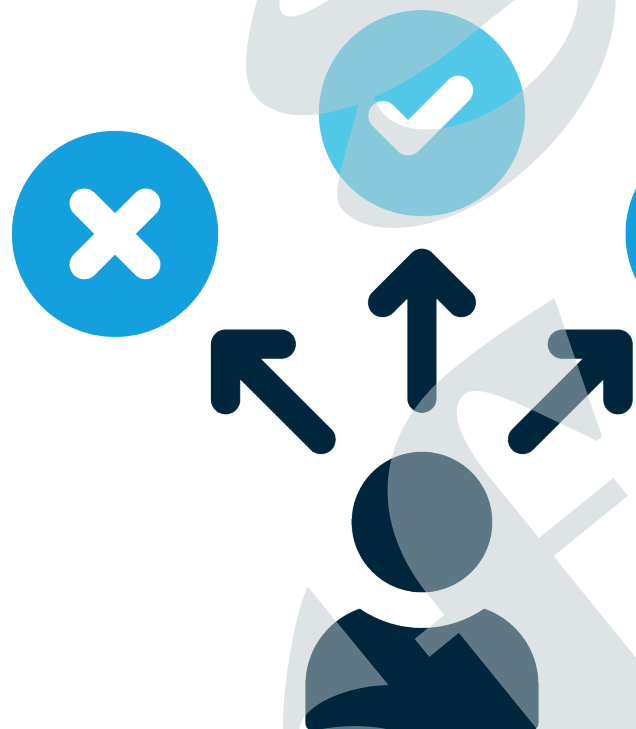


By sharing your plan, you will provide them with the information they need to honour your legacy.



Three Simple Steps

3 Your Financial Plan, Your Way



Planning for the future often involves financial considerations. We offer flexible payment options to fit your budget, whether you prefer a single payment or a spread-out approach.



The cost of your funeral is securely locked in at today's prices, protecting your family from future rising costs.

[funeral home logo]



Questions

[funeral home logo]

[Photo of your funeral home]

[Your Name + Title]

[Photo of
You]



[email]



[phone number]



[website]



[address]