

The professional goal of deathcare is comprehensive and compassionate customer service to those in your community who call upon you in the darkest moments of their lives; the business goal of deathcare is to generate revenue. These two diverse goals are not mutually exclusive. You or someone on your staff may well remember the days when it was simply enough to provide ample parking, air-conditioned facilities and up-to-date livery equipment. While those things are still important, the emphasis is changing and today's consumers are demanding significantly more from deathcare practitioners. Take into account that **society is changing, traditions are evolving and new customs are being established**. You are living and working in a dynamic global community. The mind-boggling advancements in technology that you've experienced over the last 20 years have forever changed and vastly improved the ways in which you serve your clients and run your business. Computers, mobile phones, the Internet, email, funeral home websites...upon reflection, it's all quite astounding! Remember being excited about having an answering service and a pager?

Providing Exemplary Customer Service in the Technology Era

As consumers in a global economy, your clients are requiring comprehensive and attentive customer service. They are asking for personalized products and customized ceremonies. Your ability to successfully respond and deliver is paramount to

Testimonial:

Tributes.com provides obituaries for our new web site, but they do much more than that. Through Tributes.com, I was able to create an online eternal tribute for my mother. I was able to place an unlimited number of photos on the site, add music to the background, and upload videos. I was able to put an obituary together that truly told her life story and the guest book provided a means for family and friends to leave condolences and share memories. Having this as an option for my family was a comforting solution to the cold, costly and temporary newspaper obituary. Frankly, I felt Mom deserved more. I was able to share her tribute on Facebook and email it to several family members and friends. We even held a life-celebration after the service, and the tribute provided the means to help get the information out to family and friends. What does something like this cost? It was a fraction of what was paid to put it into the newspaper. Memorial offers this wonderful long-lasting tribute for only \$175. Compared to the \$400 to \$500 dollars that is spent to place the short-term obituary in the newspaper, this is a great alternative.

Brandon W. Burningham CFSP, CPC

Memorial Mortuaries, Cemeteries &
Cremation Services

www.memorialutah.com

meeting your clients' needs, delivering exemplary customer service and running a prosperous business. Technology is helping you accomplish all of that and more! Consider for a moment your ability to print personalized service items like register books, prayer cards and acknowledgement cards or to create multi-media DVDs that can be presented at visitations and services.

Think of the many tools you have at your fingertips to facilitate the tasteful presentation and personalization of caskets, urns, vaults and other revenue-generating merchandise. For those of you in states where you are allowed to sell ancillary products such as monuments, markers, flowers and catering services, the same holds true. The capacity to provide personalized products and customized ceremonies has become the trademark of exceptional customer service for deathcare providers...technology in the funeral home is the indisputable and inimitable link to your success. The extent to which you meet your clients' needs and run a successful business is no longer confined within the walls of your air-conditioned facilities...it's as limitless as the global reach of your website!

Welcoming Visitors to Your Funeral Home: A website is as important as a front door...

As increasing numbers of visitors from near, far and all points in between enter your funeral home through your website, they have at their fingertips the opportunity to learn many important facts about your firm. Guests are enabled to discover details about your firm's rich history, your skilled and dedicated staff, your comfortable and convenient facilities, the wide variety of products, services and resources you offer and much more.

The most dynamic and vital information on your website is what the vast majority of visitors come to find...the current and past obituaries of those who have come into your care. Such accessibility to obituary information is essential to your firm's reputation and success; it is the information that's most relevant to who you are and what you do on a day-to-day basis; it keeps people coming to you through the doors of



your facility and through the portal of your website. By maximizing the local and global Internet vitality of the obituaries appearing on your website, **Tributes.com** gives you the tools and technology to enhance your customer service, build your reputation and grow your business, all as the result of something you've been doing routinely...writing and placing obituaries!

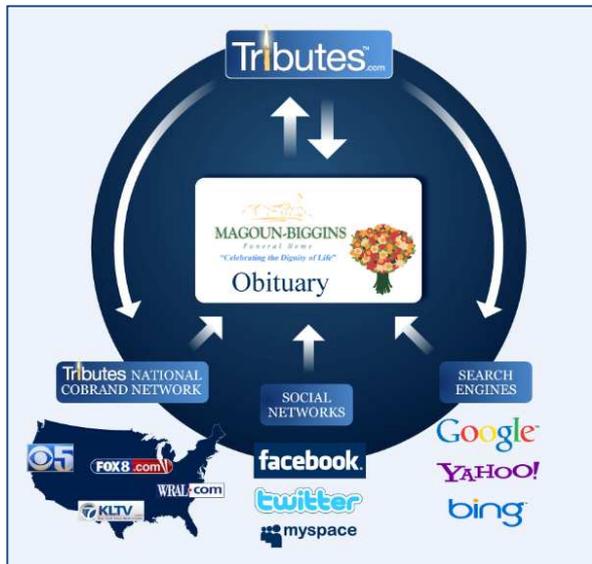
Locally, Nationally or Globally: Equal Accessibility to Obituary Information on Your Website

There are several websites for locating high school and college friends; there are several websites for posting a job or finding one; there are several websites for discovering true love. Now there's one website that presents obituaries both locally, nationally and globally.....www.tributes.com.



Tributes.com was founded by Jeff Taylor, the visionary behind the online job recruitment website, Monster.com, in 2008 as *the global online resource for*

obituary news. As peoples' connections have become less local and more global, it's not uncommon for family members, friends and colleagues to be unsure how to find obituary or service information when a death occurs. On a local level, people in your community and the surrounding areas know to visit your funeral home's website in order to locate current and historical obituary information. However, before **Tributes.com** came along, searching for and finding obituary information on a regional, national or global level was a daunting task; finding obituary information that ultimately lead visitors directly to your funeral home's website was virtually impossible! Obituary searches on leading search engines provide weak to non-existent results and unless the visitor knows the name of your funeral home or the website of the newspaper carrying the obituary, they are typically out of luck! While national and global search-ability of the obituaries on your funeral home's website may not seem to be that important at first glance, when you consider how Internet technology has turned the world into a global community, the obituaries on your funeral home's website do indeed have a diverse and far-flung audience. Family members, friends and colleagues of someone in your care are most often scattered far and wide. **Tributes.com** and the **Tributes Network** of media partners bring everyone



together by leading them directly to the obituary listings on your funeral home's website. The business associate in Prague and the best friend down the street from your funeral home have equal accessibility to the obituary information of someone they know.

As a Tributes Partner with your online obituaries supported by Tributes.com, visitors to your funeral home's website can even choose to receive email alerts whenever you post a new obituary. How's that for accessibility? In subsequent sections, you will learn more about [the advantages of becoming a Tributes Partner](#) and how Tributes.com supports the obituary section of your website. You will also learn more about the remarkable interactive features of Tributes.com obituaries as well as how to augment your funeral home's website with a Funeral Home Profile on the Tributes.com

Funeral Home finder. Ultimately, you will learn how you can offer your clients the definitive personalized product, the [Eternal Tribute](#), as well as how to establish an additional revenue stream for your business through the sale of online obituary and tribute products.

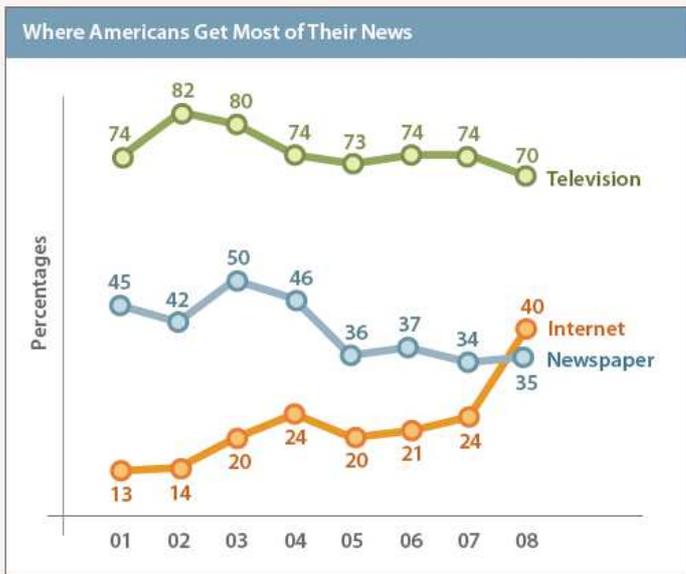
[The Obituaries You Create: Serving Your Clients and Establishing a New Source of Revenue](#)

Consider the enormous loss of revenue that newspapers have sustained as a direct result of the continued migration of paid print materials to the Internet. This is clearly evidenced in the growing number of classified job ads, personal ads and for sale ads that are being posted online. In addition, newspapers nationwide are in fast decline as subscriptions are dropping at an every-increasing rate as more and more people are turning to the Internet for news, entertainment and other information including obituaries. Due to this phenomenon and dwindling offline readership, newspapers have resorted to charging exorbitant and ever-increasing fees for the placement of the printed obituaries and/or death notices that they do publish. Undoubtedly you have witnessed this to at least some extent in your funeral home's service area. Perhaps your clients are choosing to forgo spending their money on a

brief print insertion that is available for only one day. Unlike an obituary printed in the

The Year the Internet Overtook Newspapers

In 2008, for the first time ever, more Americans relied on the Internet for national and international news than on newspapers. In December 2008, **40%** of those surveyed said they get most of their news on the Internet, up from **24%** in September 2007. **35%** still mainly read newspapers, and **70%** say television is their primary source of news.



SOURCE: Pew Research Center

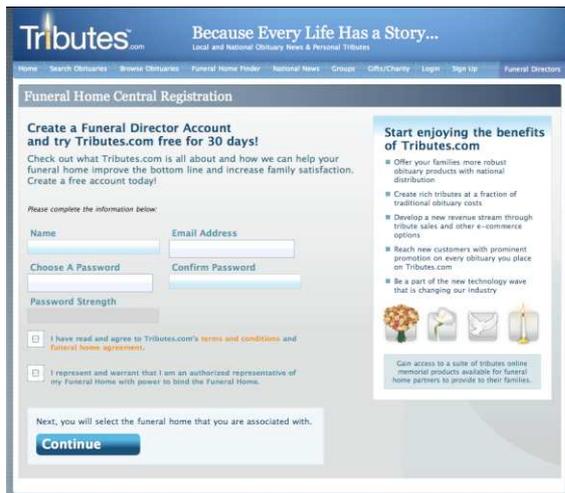
newspaper, a [Tributes.com](http://www.tributes.com) obituary remains online permanently. Whether visitors access a particular obituary through your funeral home's website or through a search on www.tributes.com, they can return to the obituary at anytime to leave condolences, share a memory, light a candle, email the obituary listing to family, friends and colleagues.....all because of ease of accessibility and permanent availability. If visitors access obituaries through a search on www.tributes.com, they will find pertinent contact information regarding

your funeral home including your logo and direct links to your funeral home's website and email address. [Tributes.com](http://www.tributes.com) gives you easy-to-use online tools for creating two personalized products.....the obituary and the [Eternal Tribute](http://www.tributes.com). Have you ever considered the writing and placement of an obituary to be a value-added service or the creation of a personalized product that you sell to your clients? Think about it....you've been writing interesting and informative obituaries and/or paid death notices for years while the newspaper industry has been getting most of the attention and all of the revenue as a result of your time and effort! As a Tributes Partner, [Tributes.com](http://www.tributes.com) supports you in positioning obituaries as value-added services and personalized products that you sell to your clients. [Tributes.com](http://www.tributes.com) presents those obituaries in an attractive, engaging, interactive and robust format on your funeral home's website.

Here's how to start offering the families you serve lower cost, more feature-rich, permanent online obituary products than traditional print can provide while at the same time generating a new source of revenue for your business:

- ❖ You first set-up an account by going to the "Funeral Directors" button on www.tributes.com and registering

free of charge as a Tributes Partner. Once registered, will receive login credentials so you can start posting your obituaries using the tools in our Funeral Home Central Dashboard.



- ❖ The wholesale cost for each obituary you post is \$20.00; it includes permanent placement on www.tributes.com and the **Tributes Network** of media partners, unlimited text, one photograph, service information, *Share a Memory* condolence book, *Light a Candle* gifting and a variety of other features.
- ❖ You can charge your families whatever retail price you deem appropriate as a separate line item on your general price list designated as “Placement of Online Obituary”. Retail charges typically range from \$35.00 to \$75.00 per online obituary. Another option is to build the

designated value of the online obituary into your basic service charge. In either model, the difference between our wholesale cost to you and the designated value you attribute to the obituary becomes additional revenue for your business.

Standard obituaries often fall short in providing families with a platform to properly tell the rich and textured story of a loved one’s life. For those that want more, **Tributes.com’s Eternal Tribute**, allows families to harness the vast capabilities of the Internet to tell their stories with the full impact of multi-media while creating a permanent archive for generations to enjoy. And by offering **Eternal Tributes** to your families, you create a new source of revenue for your business.

Here’s how it works:

- ❖ As a registered Tributes Partner, you will be positioned and equipped to offer your clients the **definitive personalized product, an Eternal Tribute**. At a wholesale cost of \$125.00, each **Eternal Tribute** you sell receives permanent online placement including unlimited text, unlimited photos in an interactive gallery, a choice of background music and themed background graphics, capability to upload DVDs and videos, links to

YouTube and other relevant websites e.g. charitable organizations, fraternal organizations, etc., as well as all the feature-rich attributes of a standard obituary.

- ❖ You can charge your families whatever retail price you deem appropriate as a separate line item on your general price list designated as “Online Eternal Tribute”. The suggested retail price for an **Eternal Tribute** is \$250.00. A designated family member is assigned ownership of the **Eternal Tribute** and is, therefore, subsequently in control of

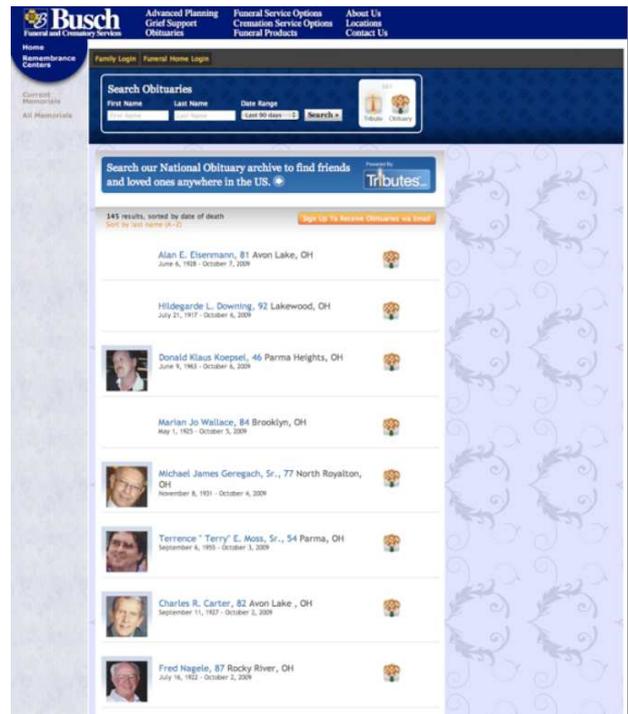
its content. The difference between our wholesale cost to you and the designated value you attribute to the **Eternal Tribute** becomes additional revenue for your business.

- ❖ You will provide the designated owner of the **Eternal Tribute** with the required login credentials and the **Tributes.com** system will guide them through the set-up process. Naturally, support services for you and your clients are readily available from the **Tributes.com** staff.
- ❖ Creating an **Eternal Tribute** is a cathartic and healing experience that should involve the resources and participation of as many family members and friends as the owner desires.

Obituary Hosting: *Enhanced Obituary Capabilities Seamlessly Integrated into the Funeral Home Website*

Tributes.com is not a funeral home website design company nor do we host funeral homes’ websites. **Tributes.com** does however host the obituary sections of funeral homes’ websites and has formed strategic partnership with several large web hosting companies including MKJ, Aurora Casket and FuneralNet, providing their customers with the benefits of Tributes

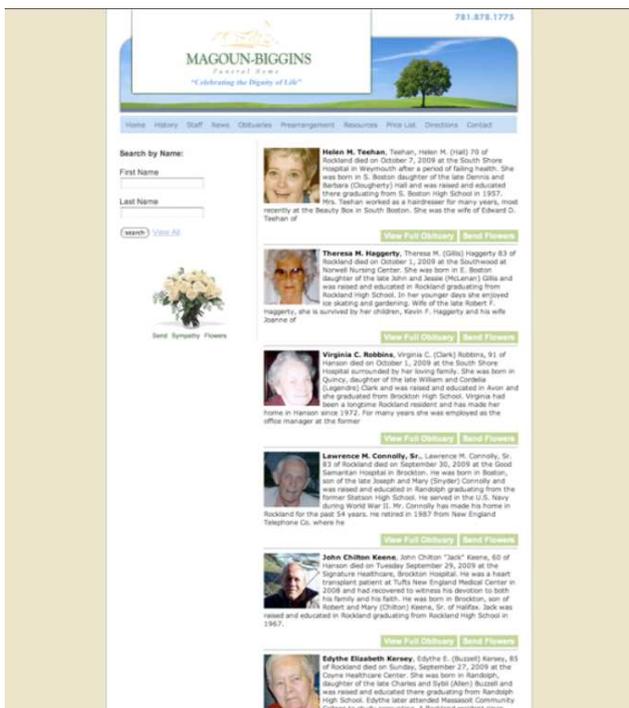
technology and state of the art obituary and tributes online memorialization products along with the national distribution that the **Tributes Network** provides. Individual funeral homes that do not have an affiliation with a website hosting company that has an established relationship with **Tributes.com** can also easily leverage Tributes capabilities on their website. When you register to become a Tributes Partner, **Tributes.com** offers a variety of options that allow you to easily manage online obituary information on your funeral home's website. By submitting some basic information about your funeral home



through the navigation options on the home page of your funeral home's website. Your local and global Internet guests will feel as though they never left your funeral home's website when viewing, editing or purchasing obituary and tribute products. If you are looking for a more robust obituary platform or if you currently have a website without an obituary section, **Tributes.com** provides the simple tools and advanced technology that allow you to add tremendous value to your existing obituary program.

Additional Benefits of Becoming a Tributes Partner

Some additional benefits of being a Tributes Partner include:



website's design, we can create an obituary section with the distinct "look and feel" of your site; the seamless link is directed

- ❖ **Obituary Alerts by Email** – Visitors can elect to be notified via email any time you post obituaries or tributes to the **Tributes.com** database.
- ❖ **Online Grief Support Groups & Online Chats** – Online grief support groups and chats on **Tributes.com** provide an anonymous and safe forum that you can offer your families to share one’s feelings at any time of the day or night. Support groups are facilitated by David Kessler. Kessler is one of the most well-known experts and lecturers on grief and loss today, reaching hundreds of thousands of people through his books. “On Grief and Grieving: Finding the Meaning of Grief through the Five Stages of Loss is co-authored with the legendary Elisabeth Kübler-Ross. David also co-authored with Kübler-Ross, “Life Lessons: Two Experts on Death and Dying Teach us about the Mysteries of Life and Living.” David considers it an honor and privilege to have worked so closely with Elisabeth for ten years and to be with her during her passing.
- ❖ **Exclusive Login Credentials** – Your exclusive user ID and password combination allows you and your staff direct access to your account on

Tributes.com so you can easily post and edit obituaries and tributes, and maintain your Funeral Home Profile.

As **Tributes.com** continues to grow as the #1 destination for obituary news, we are harnessing the value of our global reach and extending it to our Tributes Partners to help them grow their businesses and their online presence. If you haven’t established a website for your funeral home or if you want to augment your current website, the Funeral Home Profile and Funeral Home Finder features of **Tributes.com** will



increase the amount of visitors to your site and extend your brand far beyond your local service area. For funeral homes without a website, these same features allow you to establish a web presence for free! A Funeral Home Profile is easy to set up using the

tools on our Funeral Home Central Dashboard. A Funeral Home Profile on Tributes.com provides the following features and benefits for free to all of our Tributes Partners:

- ❖ A preferred listing in [Tributes.com's](http://Tributes.com) Funeral Home Finder that promotes your funeral home when people anywhere in the world are searching for funeral homes and funeral services in your local market
- ❖ Unlimited text space to describe your business and highlight the types of services you provide.
- ❖ An elegant slideshow highlighting exterior and interior photos of your facilities, photos of your staff members, etc.
- ❖ An integrated view of all your obituary and [Eternal Tribute](http://EternalTribute.com) listings that have been posted on Tributes.com
- ❖ Advertising space to market additional services, e.g. preplanning, support groups and grief counseling, to your families and others who view your Funeral Home Profile
- ❖ Key promotional elements of your funeral home profile including logo, contact information, website address and advertising carry through and are featured on all the obituaries and [Eternal Tributes](http://EternalTributes.com) that you create when they are displayed on Tributes.com and across the [Tributes Network](http://TributesNetwork.com).

Funeral Home 5 Year Obituary / Tribute Revenue Forecast

Funeral Home Benefit Analysis

Assumptions	Year 1	Year 2	Year 3	Year 4	Year 5
Annual Volume of Obituaries	250	250	250	250	250
% of Families Purchase Standard Obituary	75%	60%	50%	40%	25%
Obituary Retail Cost	\$40	\$45	\$50	\$55	\$60
Obituary Wholesale Cost	\$20	\$20	\$20	\$20	\$20
Funeral Home Profit	\$ 3,750	\$ 3,750	\$ 3,750	\$ 3,500	\$ 2,500
% of Families Purchase Eternal Tribute	25%	40%	50%	60%	75%
Tribute Wholesale Cost	\$250	\$275	\$300	\$325	\$350
Obituary Wholesale Cost	\$125	\$125	\$125	\$125	\$125
Funeral Home Profit	\$ 7,813	\$ 15,000	\$ 21,875	\$ 30,000	\$ 42,188
Total	\$ 11,563	\$ 18,750	\$ 25,625	\$ 33,500	\$ 44,688
Total 5 Year Profit					\$ 134,125

Tributes.com Provides Funeral Homes With Flexible Solutions To Improve Their Obituary Offerings

Tributes.com partners with thousands of funeral homes to enhance their online obituary offerings - from multi-media obituary and tribute products; to national distribution services; to helping families create beautiful, permanent memorials that can be shared with family and friends, regardless of where they live. Tributes.com is helping preserve memories and celebrate lives in ways that are not possible with traditional print obituaries and at a fraction of the cost. Our flexible solutions are adaptive to the needs of any funeral home partner and any funeral home website to drive more value into your obituary service. Become a Tributes Partner today.

For More Information, Please Contact Us:

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