

FOCUS



FUNERAL
DIRECTORS
LIFE

Welcome!
APASI – How to Promote Travel Plans to Preneed Families
May 1, 2020

Introductions

- **Drew Seale** – VP of Sales Operations for Funeral Directors Life
- **Paul Lovelace** – EVP of Corporate Development for Funeral Directors Life
- **Jessie Martin** – Help Center Supervisor for Funeral Directors Life
- **Tim Brashaw** – CEO for APASI
- **Andrew Pavela** – VP of Sales and Marketing for APASI



We value your questions and comments!

- For questions:
 - Please use the Q&A button
- To leave a comment:
 - Please use the Chat button



What we will cover today

- Questions you might have
- What's at stake
- Survey Takeaways
- APASI DIGicon Demo
- APASI Portal and Fast Facts
- Tips for Success

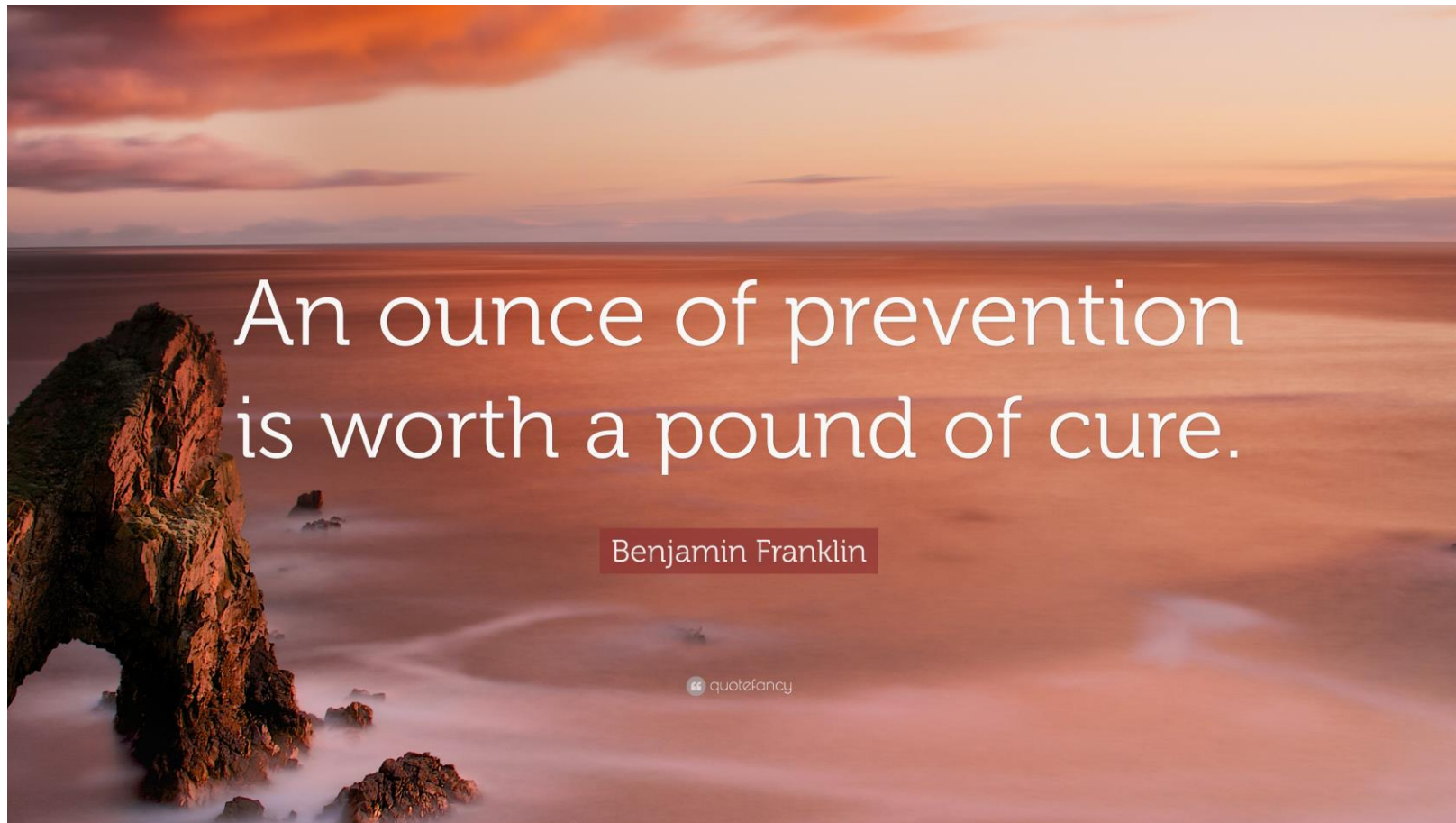


Questions you might have?

- What and who is APASI?
- Why do families need a travel plan?
- What happens when a death occurs away from your home?
- How can I sell more travel plans?



Quote for the Day:



Did You Know?

/ Traveling has become 2nd nature to most of us

**80% of Americans (over
18) take a trip 75 miles or
more away from home.**



What's at stake?

NORTH AMERICA

Mexico to U.S /Canada	\$8,500 - \$17,000
Coast to Coast (within U. S.)	\$2,500 - \$9,000
Hawaii & U.S. Territories	\$3,500 - \$9,000
U.S. to Canada (Canada to U. S.)	\$3,000 - \$6,800

ASIA/RUSSIA

Asia/Russia to U.S	\$10,000 - \$31,000
Asia / Russia to Canada	\$10,000 - \$31,000

EUROPE

Europe to U.S.	\$10,000- \$31,000
Europe to Canada	\$10,000- \$31,000

SOUTH AMERICA

South America to U.S.	\$11,000 - \$23,000
South America to Canada	\$11,000 - \$23,000

AFRICA

Africa to U.S.	\$13,000 - \$23,000
Africa to Canada	\$13,000 - \$23,000

AUSTRALIA/NEW ZEALAND

New Zealand to U.S./ Canada	\$12,000- \$19,000
Australia to U.S./ Canada	\$12,000- \$19,000
Oceania to U.S. / Canada	\$13,000- \$20,000



What's at Stake with Repatriation?

- When death occurs away from home there are many variables to consider:
 - Unknown costs
 - Logistics (transportation)
 - Communication with local authorities
 - Language barriers (translation challenges)
 - Time involved
 - Necessary documentation
 - Etc. Etc.



In a Recent Survey...

- **80%** said they were set up and ready to go!
- **90%** said they were comfortable with explaining the value of the travel plan to families
- **47%** said the travel plan can be a great lead generation tool for funeral pre-planning
- Less than **7%** felt the price was too high for families
- Majority felt the Company training courses were helpful
- **75%** said that the marketing material provided is ***good to really good***



What do these numbers mean?



APASI DIGicon Demo with Jessie

- To DIGicon we go!



APASI Online Portal

- Dedicated and Secure Portal
- Simple process for application completion and submission
- Member immediately receives confirmation email and temporary membership card
- Notification email sent to Emergency Contact
- Capability to review all online membership sales
- Agents can order marketing materials
- When not using the portal, scan and email paper contracts in for faster processing



Travel Plan Facts and Statistics

- Through 2019, 66% of handles cases were domestic
- 70% of those cases where within 300 miles of a member's home
- Baby Boomers travel at least 4 x's per year, greater than 100 miles
- APASI's average repatriation cost in 2019, with all pre-negotiated pricing, is \$3,400.00
- Since 2004, APASI has saved families almost \$8,000,000.00
- Fact: In 2013, a non-member dies in Florence, Italy and was repatriated back to Illinois for \$9,477.00 and it took three weeks



Tips for Success!



Pay Attention to Travel Clues:

- There are travel clues we can tune in for that can trigger the need for travel protection
- Some of those clues are:
 - “We just got back from _____.”
 - “We had to renew our passports.”
 - “Our children/grandchildren live in another state/country.”
 - “We are planning a trip to _____.”
 - “Our family met in another city to go shopping.”



Ask the Right Questions:

- Questions are the key to understanding the potential opportunities
- When families don't provide clues, we can ask questions to plant the seed
- Examples:
 - How often do you “visit” friends or relatives in other cities?
 - Vacation home?
 - Children or grandchildren in other states?
 - Tell me about your kids...where do they live?



Share a Story About Dying Away From Home

- People are moved by a good story
- There are countless stories about people who have passed away while traveling
- If you don't have your own story, ask your local funeral directors
- Find a story
- You could even ask the family if they have a story!



Share Your APASI Card:

- Sharing your own APASI membership card is a great way to bring up the travel plan
- This can help build trust and credibility
- It also provides you an opportunity to share any relevant testimonials



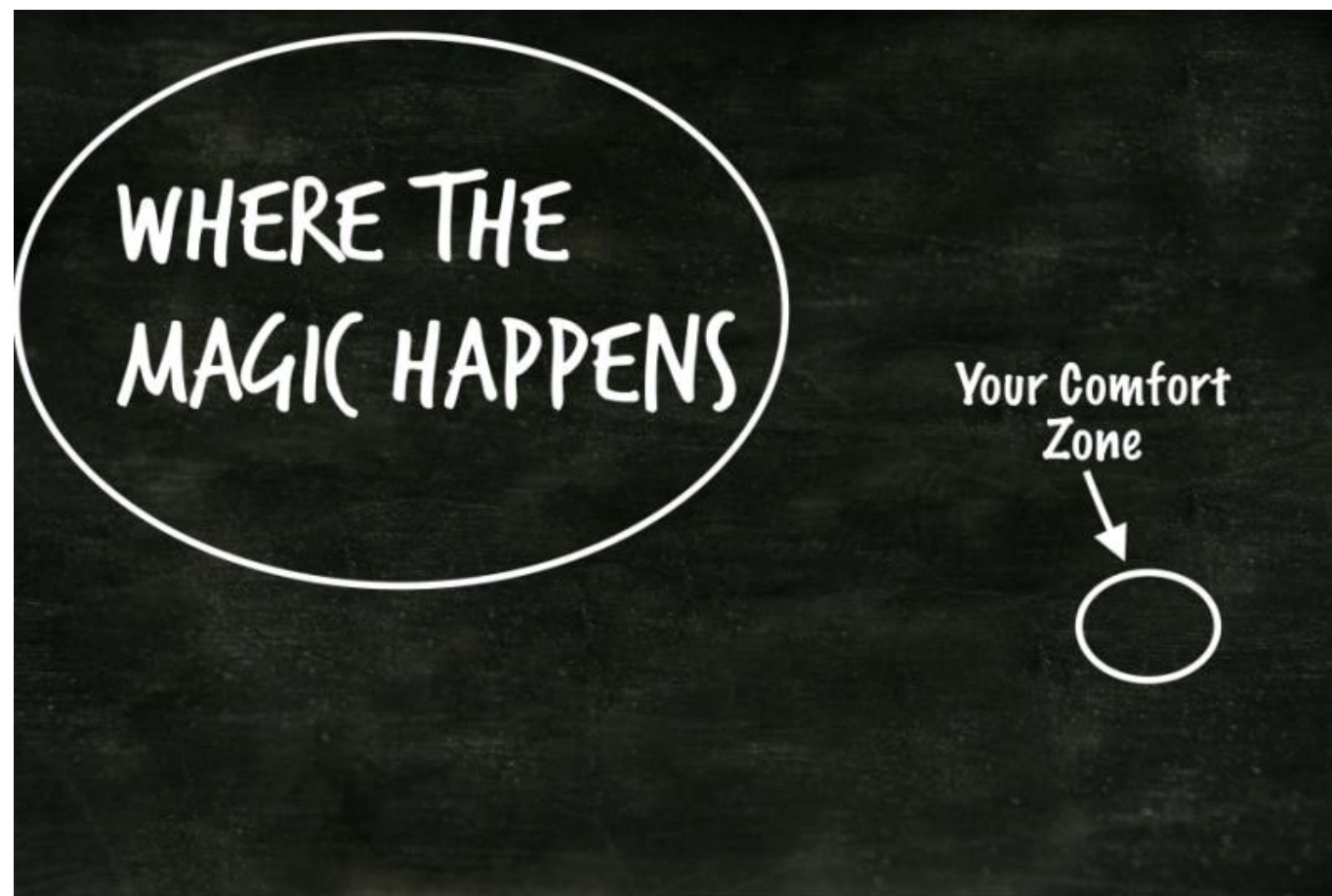
To learn more



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Final thought...



Thank you!

