



Build a Successful Preneed Program

As a funeral business owner or manager, you know how important a thriving preneed program is for the future of your business. The problem is, most preneed companies do nothing to help you grow your preneed business. At Funeral Directors Life, we understand that you need **more than a preneed company**. You need a partner in preneed who will provide you with the strategy and tools you need to succeed. Our solution? **The Select Producer Program**.



SAVE
TIME



SAVE
MONEY



PROVEN
RESULTS



TURN-KEY
SOLUTION

A Select Producer Story

In February of 2016, Shumacher-Kish Funeral and Cremation Services partnered with Funeral Directors Life, who brought in a new Select Producer, Jake Kramar, to help them focus on growing their preneed program.

“Our experience with the Select Producer program has been a game-changer for us. We were apprehensive at first, but it didn’t take long to realize it was a very smart move. Since we started, our visibility in the community has just skyrocketed. We wish we would have started earlier.”



SCOTT KISH
FUNERAL DIRECTOR / OWNER

Schumacher-Kish Funeral and Cremation Services

La Crescent, MN

Onalaska and La Crosse, WI

JAKE KRAMAR SELECT PRODUCER

- Hired in February 2016
- Previously worked in customer service
- Self-motivated
- Enjoys working a flexible schedule
- Eagle Scout



Select Producer Program Benefits

National Recruiting | Base salary + commission | Excellent benefits | Annual Incentive Trip | Industry-leading training and support
Accountability chain | 100% paid marketing and lead generation | Laptop and sales software | Customer Relationship Management tool

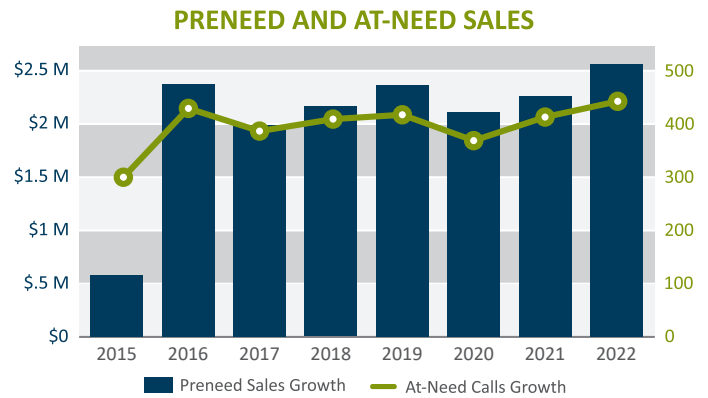


In the first seven years, Jake grew preneed sales more than **300%**

JAKE'S SALES IN 2022
\$2,532,462



- 24.4% Walk-In/Call-In
- 24.8% Seminar
- 11.7% Lunch & Learns
- 2.9% Funeral File
- 8.2% Referrals
- 6.1% Aftercare
- 4.3% Direct Mail
- 17.6% Other



AVERAGE PRENEED CONTRACT
\$7,520

AVERAGE PRENEED TO AT-NEED RATIO
75%



440
CALLS IN 2022

THE RESULTS SPEAK FOR THEMSELVES

“Since starting with the Select Producer program, our call base has gone up. We have people in here almost daily meeting to set up prearrangements. The volume of business we’re doing has definitely increased. I think all we would have to do to convince someone that this really works is to show them our numbers. The number of contracts we’re writing speaks for itself. I would 100% recommend the Select Producer program to other funeral homes...as long as they aren’t in my area!”

- SCOTT KISH -



LOOKING FOR MORE THAN A PRENEED COMPANY?
Contact your Funeral Directors Life sales manager to learn more.



FUNERAL DIRECTORS LIFE

800-692-9515
www.funeraldirectorslife.com