

FOR IMMEDIATE RELEASE:

### **Funeral Services, Inc.'s eCommerce Solution Facilitates Web Based Preneed Sales**

*Tallahassee, Florida, July 7, 2011* - Yesterday, Funeral Service, Inc.'s (FSI) eCommerce Solution facilitated the first known internet preneed contracts sold in Florida funded by trust and purchased with a consumer's credit card. FSI client, Baldwin Brothers Cremation Society, of New Smyrna Beach, Florida, guided by Skip Knopke, a management coach in our industry, worked closely with FSI to help develop and test the web-based sales solution.

*"FSI's eCommerce Solution enabled our team at Baldwin Brothers Cremation Society to bring the dream of online buying to reality for our prospective clients. The convenience of allowing interested clients to buy in the convenience of their home and on their own schedule without having a stranger disturb their privacy paid off within the first two weeks with two contracts, both of which were paid in full! Thanks to FSI and their team for making the eCommerce Solution affordable and convenient to integrate into our online presence." – Skip Knopke*

FSI's eCommerce Solution is internet based code engineered by FSI and is now available exclusively and free of charge to all FSI clients. The code is similar to a checkout cart used by many internet retail sites, and resides within the funeral home or cemetery firm's own website.

The funeral home/cemetery typically works with a web designer to develop the firm's website, including a section for offering packaged preneed sales. The website designer and FSI's Information Technology Department then work together to imbed FSI's eCommerce Solution into the firm's website, enabling it to sell FSI preneed contracts online.

eCommerce collects all of the information required from the consumer (name, email address, mailing address, etc.), the services and merchandise package the consumer has selected from the firm's website, then immediately generates an FTC Funeral Rule compliant online preneed contract.

After the preneed contract is reviewed and accepted by the consumer, FSI's eCommerce Solution processes the consumer's credit card payment; the payment itself serves as an electronic signature, executing the preneed contract. eCommerce then emails a copy of the executed preneed contract to the consumer, and to the selling firm; all consumer and sales data uploads directly into FSI's trust administration and recordkeeping system, and the appropriate amount of the consumer's credit card payment is deposited into trust.

The FSI funeral home/cemetery client has complete control over the minimum allowable down payment amount and the maximum allowable number of monthly payments the consumer can select. For consumers making monthly payments, eCommerce charges the original credit card for each monthly payment until the contract is paid in full.

FSI President/CEO, Bill Williams, commented "FSI's eCommerce Solution allows consumers to purchase preneed contracts directly from our client's websites; that has always been the intent. However, with the advent of new technology, such as Apple's iPad, access to the internet can be available from virtually anywhere. I envision some of the more enterprising FSI clients retooling their websites so sales staff may access the site, using an iPad for example, as part of an in home presentation. For even more

control over the sale, those firms may require all preneed contracts be sold exclusively through their website by the sales team. eCommerce is a great tool that can be used in many ways.”

**About Funeral Services, Inc.:**

Funeral Services, Inc. (FSI) is one of the nation’s oldest, largest and most respected death care trust administration and recordkeeping firms, specializing exclusively in preneed and cemetery endowment care trusts. FSI provides these services to both independently owned and publicly owned firms in multiple states, and maintains SAS 70 Type II compliance. The closely held company is based in Tallahassee, FL. The majority of the company’s stock holders are death care professionals.

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