

# A Better Aftercare Experience. A Stronger Pre-Need Program.

The relationship begins through service — not solicitation.

## THE CHALLENGE

Most funeral homes already invest in aftercare — but the relationship often ends when the paperwork does.

- Traditional aftercare can absorb 60–120 minutes of funeral-director time.
- Many programs stop once the executor documentation is complete.
- Aftercare and pre-need activity stay disconnected.
- Pre-need still leans on cold calls, seminars and general marketing.

## THE APPROACH

*One continuous relationship, from the first arrangement to long-term family retention.*



## THE FAMILY EXPERIENCE

The acting funeral director introduces the program during the at-need arrangement and connects the family with your designated representative. About one to two weeks later, the executor returns to the funeral home for a one-hour meeting — bringing the family back into your care, in the setting where the relationship began. NIXEY stays invisible; the relationship remains entirely yours.

## THE FAMILY PACKAGE

### WHAT THE EXECUTOR RECEIVES

#### Action Letter Package

A personalized set of letters, forms and instructions. The executor reviews the material, completes missing details, signs, attaches supporting records and mails them — a manageable, practical project during a period of loss.

### INCLUDED WITH THE PACKAGE

#### Customized Executor Booklet

A booklet in your funeral home's branding organizing executor information, forms, checklists and instructions in one resource. For families who want one, and a marketing piece carrying your name.

***One program. One family package. Customized to the way your funeral home serves.***

## WHAT'S INCLUDED

- ✓ Booklet customization & funeral-home branding
- ✓ Contact & location details
- ✓ Government form, phone, address & instruction updates
- ✓ Initial staff training (in person or live online)
- ✓ Print-ready PDF and editable PDF
- ✓ Personalized family materials, prepared per case
- ✓ Replacement files whenever updates are made
- ✓ Routine updates throughout the term

*A complete redesign or major rebranding project may be priced separately.*

## COMMERCIAL STRUCTURE

A predictable, flat monthly fee based on your agreed annual eligible-call volume — a marketing and relationship investment, not a per-family transaction.

| TERM                           | PER ELIGIBLE CALL | NOTES                                 |
|--------------------------------|-------------------|---------------------------------------|
| Six-month implementation pilot | <b>\$120</b>      | Implementation, training & evaluation |
| One-year agreement             | <b>\$120</b>      | Continued adoption                    |
| Three-year agreement           | <b>\$110</b>      | Standard partnership †                |
| Five-year agreement            | <b>\$99</b>       | Preferred pricing †                   |

Billed monthly = annual eligible-call volume × rate ÷ 12, fixed for the contract year. † 50% early-termination provision applies to the 3- and 5-year terms. Because comparable executor-assistance services are often listed at \$295–\$395 per family, you may include the program in your service packages or recover some or all of the cost — that decision stays with you and does not change the monthly agreement.

## THE NIXEY SERVICE STANDARD

- 48-hour turnaround on complete information
- Materials kept current, in English & French
- One designated contact — one clear process
- NIXEY stays invisible; the relationship stays yours

## WHERE THE VALUE COMES FROM

The dependable value is the communication the program creates with families you have already served — a structured second visit that brings them back into your funeral home and keeps the relationship active. Stronger relationships open a natural path to future planning, and over time to more pre-need arrangements. Any increase in pre-need activity is a welcome outcome of that communication, not a guaranteed result.

*Evaluate the program first as a relationship and communication system. Pre-need appointments and sales are important outcomes — but the program stays valuable even when the immediate result is simply a stronger family connection.*

**Begin with a six-month implementation pilot.**

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**NIXEY EXECUTOR SERVICES INC.**