



Another Valuable Service from Homesteaders Life Company



With Homesteaders' marketing research tool, you will gain a clear perspective on how local families view your firm as well as your competitors. This comprehensive program will allow you to develop more successful strategies, improve awareness of your funeral home and tailor services to meet the needs of your community.

Attract and retain  
*more families*  
with our marketing  
research tool

# See Your Funeral Home through the Community's Eyes Through Research Produces Effective Results

## A Valuable Tool with Countless Benefits

**Our valuable marketing research tool will provide your funeral home with numerous advantages, including:**

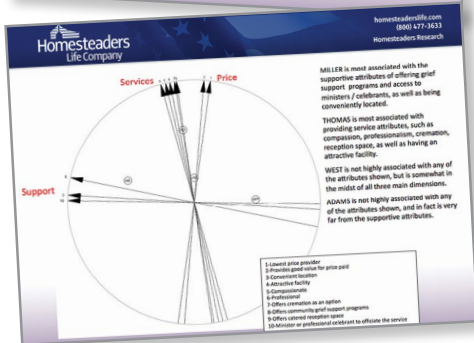
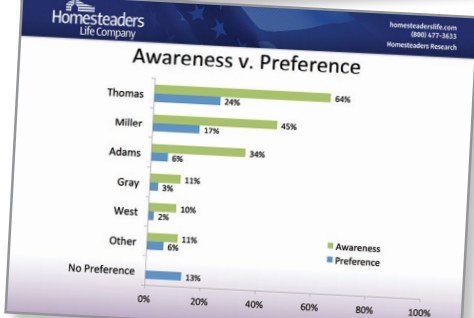
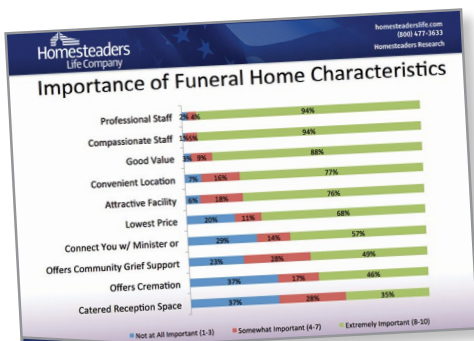
- Useful data you don't have to figure out on your own—our team of experts walks you through every step of the analysis process, ensuring you completely understand the study results and recommendations
- Accurate perspectives from your local audience
- Information that allows you to develop success strategies based on actual data, not gut feelings or assumptions
- A sharp edge over the competition—very few funeral homes have access to this sophisticated level of information gathering

**As part of this comprehensive marketing research program, we execute a detailed local awareness and image study to assess the community's view of your funeral home.**

We conduct telephone interviews with a statistically valid sample of local residents aged 40 years or older. The results of this study provide you with an accurate measurement of local families' awareness, preferences and perceptions of both your firm and competing funeral homes. During this awareness and image study, we also measure the following key features:

- Opinions on importance of information sources and funeral home selection criteria
- Awareness of funeral preplanning and reasons behind not planning
- Likelihood of choosing cremation and desire for a remembrance event

Once we finish gathering the data, we schedule an in-person presentation with your funeral home to thoroughly explain the results and recommend marketing strategies and tactics to help you reach greater success.



**Contact your Account Executive today for more information.  
800-477-3633**

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