



Funeral & Cremation Services, LLC

Samantha Franck  
VP, Channel Manager  
Assurant Preneed  
10 Glenlake Pkwy, Ste. 500  
Atlanta, GA 30328-3473

Dear Samantha,

As a relatively new funeral provider in our area, brand awareness is key to growing our business. At Family Options Funeral & Cremation Services, our goal is to deliver the funeral home's message while actively promoting preneed to different circles of influence in the community.

In the first quarter of 2004, Assurant Preneed introduced the Group Marketing Program to Family Options. It proved to be beneficial because the program aligned with our funeral home's mission, our competitors were not offering a similar program and it provided a new vehicle for us to tell our story to the community.

At the end of June 2004, Family Options introduced its group marketing program, The Family Plan, to the first small business within our marketplace. The program is successful for a variety of reasons. First it provides Family Options with a vehicle to reach the community on a broad basis – outside our normal circles of influence. Second, it gives us an opportunity to educate the business community and families on the benefits of preneed and preplanning. Thirdly, it enables us to reach a younger audience and generates brand awareness.

And, we believe, it will be very strong lead generator and referral source. In the first month, we presented to one company resulting in two preneed policies and two travel plans. We received two referrals from this sale and are still meeting with employees that attended.

Family Plan gives us the competitive edge we need to continue to sustain and grow our preneed program. Thank you for your help and guidance with this program.

Health and Happiness,

Michael Stelter  
President  
Family Options Funeral & Cremation Services