

McAlister-Smith

Funeral • Cremation • Grief Support • Advance Planning

December 06, 2004

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

Dear Samantha:

In September 2004, McAlister-Smith Funeral Home chose a partner with Assurant Preneed after a long-term relationship with another preneed partner.

By no means was it a quick decision. In fact, Assurant Preneed has been nurturing a relationship with our firm for more than two years. It was persistence and professionalism of the Assurant Preneed team, especially our Account Executive Rich Burgtorf, the quality marketing materials that Assurant Preneed provides, the diversity of insurance products and the travel plan that influenced our decision to become an Assurant Preneed partner. But, ultimately it was Assurant Preneed's commitment to deliver more funded funerals at an overall lower acquisition cost and to help our firm build brand in the community.

In a very short period of time, Assurant Preneed has assisted McAlister-Smith Funeral Home in developing a marketing plan that provides attainable and measurable goals and a timeline to hold the funeral home staff accountable. This type of planning is imperative in a highly competitive market. As we move forward, we are confident that Assurant Preneed will help us reach and exceed our goals by being committed to quality and excellence.

I would highly recommend that funeral home owners and directors seriously consider re-evaluating their preneed provider to ensure their preneed is providing value for their families, the preneed counselor and the funeral home.

Warmest Regards,



Mark M. Smith
Co-Owner / Funeral Director
150 Wentworth Street
Charleston, SC 29401
(843) 722-8371

1520 Rifle Range Road
Mt. Pleasant, SC 29464
(843) 884-3833

100 S. Goose Creek Blvd.
Goose Creek, SC 29445
(843) 553-1511