

Letter

[Date]

[Name]

[Street Address]

[City], [State] [ZIP]

Dear [Customer Name]:

I'm writing to thank you, once again, for keeping your final wishes and selections on file with us at [Funeral Home]. We appreciate your trust and are committed to serving all of our families with compassion and excellence. Again, I commend you for taking this important step.

As you may remember, I promised to keep you updated on any changes impacting your funeral arrangements. Based on the arrangements you have on file, the cost of your funeral will be increasing soon due to an inflationary price adjustment. If you recall, we discussed that an advantage of pre-funding your arrangements is that it gives you the opportunity to fund at today's prices, regardless of when death actually occurs.

Many families I work with also see the advantage of taking care of the financial burden of their final wishes. Some have discovered they can plan ahead and pay over time with payments that fit their budget.

I know planning ahead is important to you. Now would be a prudent time to discuss funding your plan. I wanted to make sure that I contacted you as I begin to fill my appointment calendar. I'd like to visit with you at your earliest convenience to update your file and also discuss your payment options before the inflationary adjustment goes into effect.

I'll be calling you in the next few days to set up a time to review your file, make any necessary changes and explain the funding opportunities in greater detail. In the meantime, please feel free to call me at [(000) 000-0000] if you have any questions. Thank you and I look forward to visiting with you soon!

Sincerely,

[Counselor name]

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