

# Experience the Matthews Aurora™ **DIFFERENCE.**

## **WHY** is Promoting The Value of Funeral Services Key When Serving Cremation Families?

Industry experts predict that nearly 60% of all U.S. consumers will choose cremation by 2023.\*

Many families who prefer cremation are looking for a simple way to say goodbye. With the I'll Remember You® cremation merchandising program from Matthews Aurora™ Funeral Solutions, we provide the tools to help funeral professionals educate families about the choices available at your funeral home for cremation. Customers who utilize the IRY program find that families see value in having some type of memorial or remembrance event which creates greater family satisfaction and healing.

When serving cremation families, you want to know that your funeral industry provider will have the resources to help your firm navigate such changes in consumer expectation. Our program has proven success growing cremation revenue, and helps funeral homes offer cremation families an array of options, every time.

## **WHAT** Can Our Industry-Leading I'll Remember You® Cremation Program Do For Your Firm and Your Families?

The I'll Remember You® cremation program takes families through the memorialization journey by selecting a funeral service, followed by cremation merchandise including caskets, urns, jewelry and keepsakes to help build a memorable farewell. With flexible merchandise options tailored to your funeral home to meet all your families' taste and budget, your firm has the advantage to give families a complete service while increasing your cremation revenue. The I'll Remember You® Arrangement Guide is a customized step-by-step guide that walks families through all the cremation options at your funeral home. Matthews Aurora™ offers comprehensive training on how to use the I'll Remember You® program in addition to the arrangement guide so you can serve your families with confidence. Our program has been proven to enhance cremation merchandise frequency, cremation service revenue and total revenue per cremation call.

\* <https://www.cremationassociation.org/page/IndustryStatistics>

**IF** you want to educate cremation families about their choices for a meaningful goodbye, contact us at 1.800.457.1111 to be connected with your Matthews Aurora Funeral Service Consultant.

**Discover Matthews Aurora™ Funeral Solutions.**