

More Families. More Appointments. Zero Extra Work.

Fintra runs your entire digital preneed program, automatically, in your funeral home's name.

35%

LEAD-TO-APPOINTMENT
CONVERSION RATE

IN YOUR NAME

**It looks and feels like you,
because it is.**

Families never see Fintra. Every page, email and text carries your funeral home's name, your counselor and your brand.

- Your logo, colors and counselor photo
- Sends from your email and reply-to
- Works alongside your existing CRM



**The digital engine
that delivers.**

Fintra powers the process that fills your calendar: targeted campaigns, branded landing pages, and automated nurture that turn digital interest into booked appointments.

- Automated lead nurture: email + text
- Branded landing pages + appointment forms
- 12-month aftercare + weekly reporting

THE RESULT



Your reputation + Fintra's automated digital platform = preneed families on your calendar, without lifting a finger.

FROM FIRST CLICK TO BOOKED APPOINTMENT

**Everything runs automatically,
in your name.**

Four programs working together: lead capture, nurture, reporting and aftercare. Nothing to set up and nothing to manage.

1

**Capture
Online Leads**

Social &
landing pages

2

**Nurture
Automatically**

Email + text
in your name

3

**Book the
Appointment**

Counselor notified
instantly

4

**Support
Long-Term**

12-month
grief series

Flip over to see what it looks like running inside your funeral home.

Four programs. Fully automated. Nothing to manage.

gofintra.com

Everything included. Nothing to manage.

Here's what it looks like running inside your funeral home: automatically, in your name.

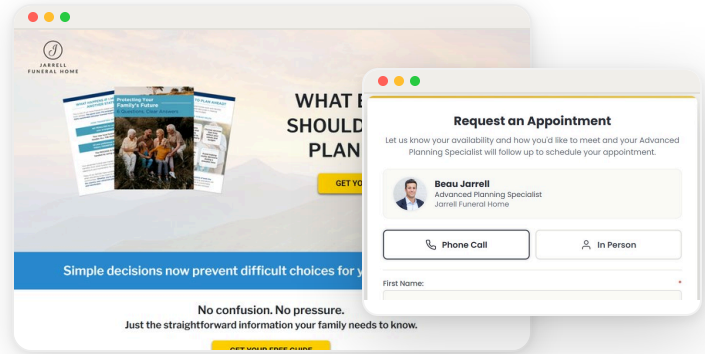


LEAD CAPTURE

Branded pages that book appointments on the spot

Mobile-optimized landing pages in your brand. The moment a family submits, they're invited to book, capturing intent before it cools.

77% of appointments booked on the Thank You page



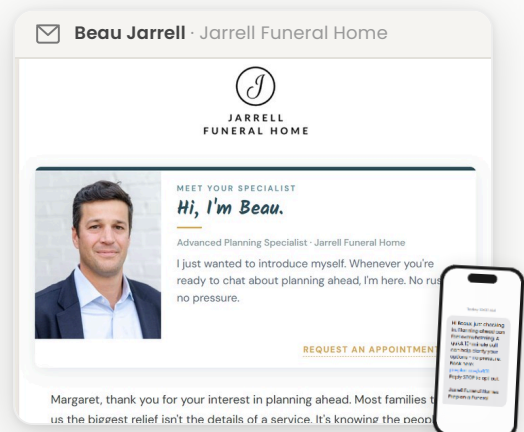
AUTOMATED NURTURE

Your counselor's voice, sent automatically

A 26-day sequence from your counselor's name, email, and photo walks families to a booked appointment, then stops automatically.

✉ Email + 📱 Text

26 day automated sequence email + text touchpoints



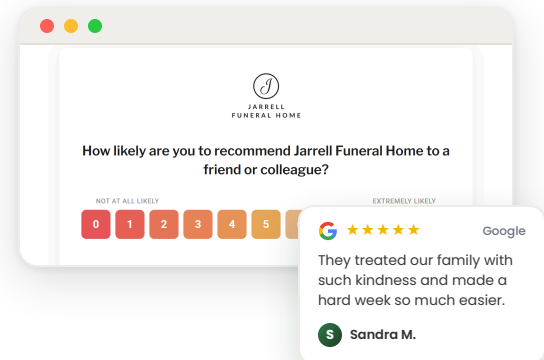
REPUTATION + REVIEWS

Turn happy families into 5-star reviews.

After every service, families get a quick feedback request. Happy responses route straight to Google and Facebook reviews, while concerns come privately to you. Plus simple weekly reporting in the Hub.

✉ Email

Auto review routing to Google + Facebook



AFTERCARE / GRIEVE WELL LIVE WELL

A full year of care, long after the service

Grief education, check-ins, and resources, all in your name. Zero preneed content for 90 days. Planning info appears only when families are ready.

✉ Email + 📱 Text

10+3 emails + texts over 12 months



See it in action.

Book a walkthrough at gofintra.com.

gofintra.com