

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

PARTNER LOGO

Trusted expertise. Real relationships.

Partner brings the preneed products and agent support that help funeral homes serve families with dignity at every stage of life.

- Preneed insurance products
- Dedicated agent support
- Established funeral home relationships



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

TOGETHER



Partner's trusted relationships + 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

Agent 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.

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Everything included. Nothing to manage.

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

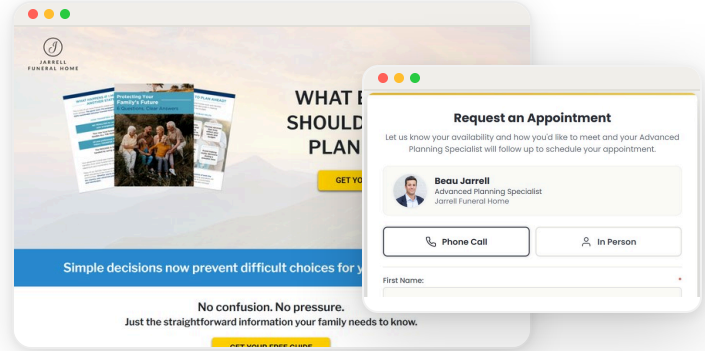


LEAD CAPTURE

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



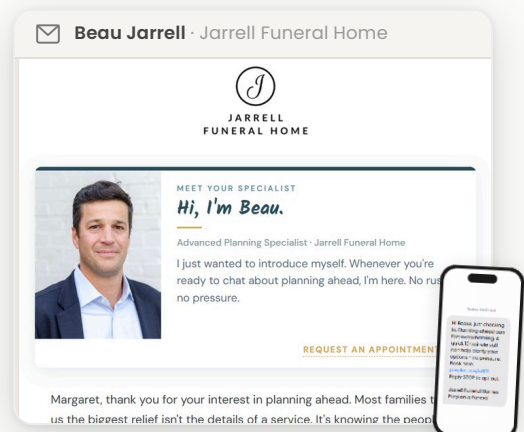
AUTOMATED NURTURE

Your agent's voice, sent automatically

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

✉ Email + 📱 Text

26 day automated sequence email + text touchpoints



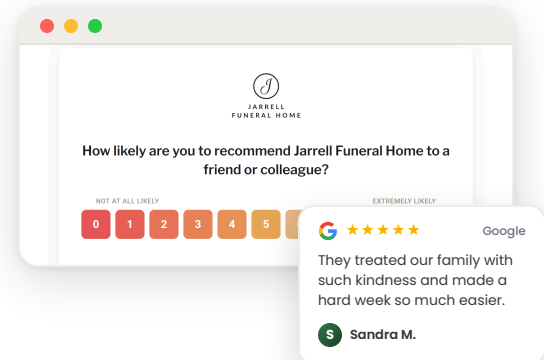
REPUTATION + REVIEWS

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



One call to activate.

Ask your partner rep about the program.

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