

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

wellabe®

**Trusted expertise.
Real relationships.**

Wellabe 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

Fintra

**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



Wellabe'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.

gofintra.com

Everything included. Nothing to manage.

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

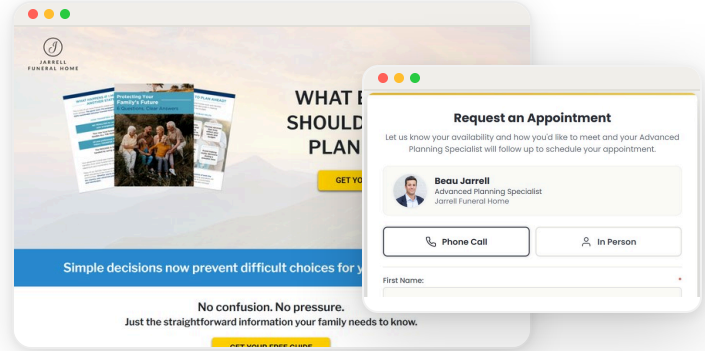


LEAD CAPTURE

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



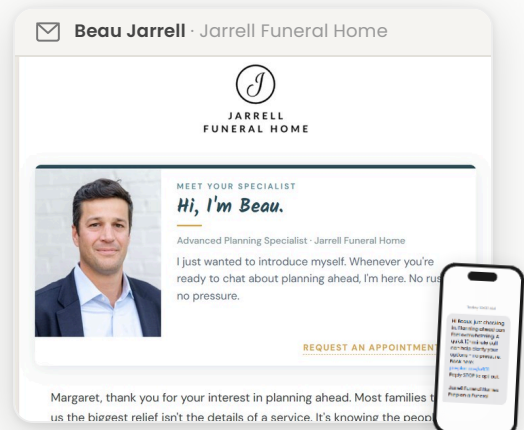
AUTOMATED NURTURE

Your 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



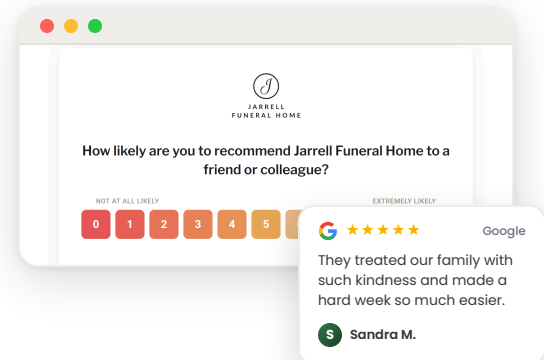
REPUTATION + REVIEWS

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 Wellabe rep about the program.

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