

UPDATED MAR. 6, 2024

# BUYER'S GUIDE

DIRECTORY OF THE INTERNATIONAL ORDER  
OF THE GOLDEN RULE SUPPLY PARTNERS



## ADVERTISING AND MARKETING

### Funeral & Cremation Marketing

Risk-Free Marketing. You Only Pay When You Get REAL RESULTS!

Does marketing feel like a black hole? One that you put money into hoping to see an uptick in calls, but really having no idea what kind of REAL results you are getting?

Our innovative and completely unique-to-the-industry systems allow you to see exactly how many new calls you get when marketing with us.

Our average funeral home makes \$4 in profit for every \$1 they invest in marketing with us.

And the best part is... if you don't get REAL Results, then you don't pay!

Book a demo: [www.funeralcremationmarketing.com/book-a-call?utm\\_source=ogr](http://www.funeralcremationmarketing.com/book-a-call?utm_source=ogr)

#### Member Benefit:

FREE 1st month and 100% Money Back Guarantee based on Real Results moving forward

#### Scott Jensen

[scott@funeralcremationmarketing.com](mailto:scott@funeralcremationmarketing.com)  
385.888.7615  
[www.funeralcremationmarketing.com](http://www.funeralcremationmarketing.com)

FCM.

### DISRUPT Media

DISRUPT Media, a leading relationship marketing innovator, specializes in boosting funeral home growth with organic social media strategies. We enable our funeral homes to outperform competitors, attract new clients, and strengthen their digital presence. Partnering with us ensures heightened social media engagement, increased referrals, and maximized returns on investment. We're pros at developing compelling brand narratives, allowing funeral homes to communicate their value effectively.

#### Member Benefit:

One free virtually recorded session with Ryan with video edited for Facebook and Instagram reels.

#### Ryan Thogmartin

[ryan@disruptmedia.co](mailto:ryan@disruptmedia.co)  
800.215.2713  
[www.disruptmedia.co](http://www.disruptmedia.co)



### Red Book: The National Directory of Morticians

In 1936, Carl Schmidt founded the National Directory of Morticians, Red Book, to provide a business-to-business platform representing business relations between funeral companies. We continue the original mission of representing the business-to-business market space while evolving the platform to modern standards.

The Red Book promotes industry cooperation, provides multiple candidates for sub-contracting, offers a point of communication, and furnishes information of services for the industry to utilize.

The research is performed by physical visit, phone, fax, app and internet, achieving the goal of a better funeral business-to-business environment.

#### Jack Schmidt

[RedBook@Funeral-Dir.com](mailto:RedBook@Funeral-Dir.com)  
440.247.3561 (phone)  
440.247.0164 (fax)



### Ring Ring Marketing

Navigating today's digital landscape requires profound expertise and a deeply personalized approach, OGR Endorsed Supplier especially when serving funeral homes and the families they support. Ring Ring Marketing stands as a beacon in this sector, skillfully generating both at-need and pre-need calls through a wide array of digital marketing tools. Whether it's Google Ads, SEO, responsive websites, social media or targeted display ads, our strategies are meticulously crafted for each unique funeral home, eschewing the one-size-fits-all approach.

Our mission is not just about marketing; it's about legacy and community. We are committed to helping funeral homes protect and expand their market share, ensuring they remain steadfast pillars in their communities and the primary choice for families.

Integrity is more than a guiding principle at Ring Ring Marketing; it's our very foundation. Every step we take is rooted in doing what's right. Recognizing the significance of every dollar entrusted to us by families, we make sure that no ad budget is squandered and no unnecessary service is pitched. We treat each dollar with the utmost respect, as if it were our own. This commitment to families is why we offer a contract-free partnership, bolstered by a 100% money-back guarantee in the first 60 days.

#### Member Benefit:

20% off of GPL on all services

#### Welton Hong

[Welton@RingRingMarketing.com](mailto:Welton@RingRingMarketing.com)  
888.383.2848  
[www.RingRingMarketing.com](http://www.RingRingMarketing.com)



RING RING  
MARKETING



## AFTERCARE

### Cadence

Cadence helps funeral homes build impactful connections with their clients by providing practical aftercare support. Death carries a significant administrative burden for surviving family members, but most professionals are unable to offer the services families need to be equipped for this workload. Cadence's software bridges this gap by offering an end-to-end estate planning and settlement solution, complete with grief support, in-app letter generators, and automated form-filling capabilities. You can save your clients thousands of dollars in legal fees, while expanding your service offerings and generating pre-need leads using our lead generative tools.

Book a demo to see what Cadence will do for you!  
<https://www.cadenceco.com/funeral-homes>

#### Member benefit:

OGR members can receive 15% off their first year with Cadence.

For purchase inquiries:

**Rachel Drew**

[rachel@cadenceco.com](mailto:rachel@cadenceco.com) | 306.717.0087

For marketing inquiries:

**Kayleigh Feschuk**

[kayleigh.feschuk@cadenceco.com](mailto:kayleigh.feschuk@cadenceco.com) | 306.930.3601

**Cadence**

### Full-Circle Aftercare

Full-Circle Aftercare is a concierge service that represents your funeral home and helps families navigate through the complexities of closing an estate after a loved one passes away. Over the phone, our trained Estate Specialist helps your families with everything from Social Security benefits to VA benefits, retirement/pensions, unassigned life insurance policies, investments, credit cards, vehicle titles and so much more. We set up protection services for the deceased and their surviving family members.

We also gather detailed feedback about your funeral home from the families, helping in generating more online reviews and testimonials for the funeral home. Finally, we introduce preneed and provide feedback so you can gauge the family's interest. The leads are provided to you every month for you and your preneed team.

Go the extra mile by providing service that extends after the funeral is over.

#### Member Benefit:

One year of our Card program FREE when signing up for FCA's full-service program

888.713.4625

[www.Full-CircleCare.com](http://www.Full-CircleCare.com)



## AIRLINES, TRANSPORT AND SHIPPING

### National Mortuary Shipping and Cremation

National Mortuary Shipping and Cremation (NMS) assists hometown directors with out-of-town deaths. NMS has been the funeral industry's trusted source as a full-service provider for over 40 years. We are proud to offer:

- domestic and international shipping
- cremations
- removal services
- embalming
- livery
- airline transfers
- flight booking
- graveside services
- disinterments



as well as assistance with shipping requirements, death certificates and airline requirements.

Our knowledgeable staff is available 24 hours a day, seven days a week to provide you service you can count on.

800.321.0185

[www.NatlMortuaryShipping.com](http://www.NatlMortuaryShipping.com)

**VANTAGE**

## CASKETS

### Matthews Aurora™ Funeral Solutions

Matthews Aurora™ Funeral Solutions is dedicated to providing solutions that help you grow your business and meet the evolving needs of families in today's digital world. We deliver the broadest selection of high-quality products and are your experts on the latest in funeral solutions — from caskets to cremation merchandise to technology solutions. Ask your Matthews Aurora™ Funeral Service Consultant how OGR member funeral homes can begin to Experience the Matthews Aurora™ Difference.

**Chris DiMascio**  
CDimascio@MATW.com  
www.MatthewsAurora.com



## CREMATORY AND FUNERAL HOME SUPPLIES AND EQUIPMENT

### American Crematory Equipment

As a premier manufacturing, service and repair company since 1974, we take immense pride in upholding the highest standards and operating with complete integrity in the industry. Our state-of-the-art operating platforms and innovative design and engineering ensure that you'll be receiving the latest in technology. Not only that, but our equipment is also dependable, environmentally conscious and cost-effective. And because we stand behind the quality of our products, we offer the best warranty available on the market today. At American Crematory, we are proud to be leaders in our industry and we are confident that our dedicated team of professionals will exceed all of your expectations.

Our industry is unlike any other. We deeply understand the significance it holds, not just in terms of the products and services we provide, but also the profound connection to the cycle of life that brought our industry into existence. This is why we empower our team to work together with immense pride and a shared vision of serving our industry with integrity and quality.

We consider ourselves more than just equipment providers. We are partners in communities all around the world, dedicated to making a difference. Together, we can forge a future where compassion and family remain at the heart of our industry.

**John Raggett**  
John@americancrematory.com  
562.755.1244  
www.AmericanCrematory.com



### Body Bag Man

Factory Direct disposable plastic barriers that improve containment from the point of transport to cremation or embalming. Keep your cots, linens, vehicles, coolers and crematories clean with USA made disposable plastic. Save time, no more unexpected messes!

**Member Benefit:**  
10% off your first order



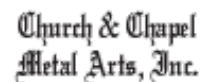
**Ryan Luetzow**  
ryan@bodybagman.com  
262.617.2098  
www.bodybagman.com

### Church & Chapel Metal Arts Inc.

Family-owned and -operated since 1933, Church & Chapel offers a full line of furniture, supplies and equipment necessary for the delivery of funeral services. Personal attention is paramount at Church & Chapel, where the utmost attention is given to quality and detail. Many items are made-to-order and available in custom sizes, finishes and configurations. Prompt shipment from large inventory of cremation and funeral supplies.

**Member Benefit:**  
20% discount on Ferno products and 10% discount on all others.

800.992.1234  
www.Church-Chapel.com



### Cibes Symmetry

Cibes Symmetry is a beautifully crafted, expertly engineered accessibility-related product line proudly made in the USA at the Bella Elevator, LLC manufacturing plant. Promoted and sold by our exclusive nationwide network of carefully selected Cibes Symmetry partners and associates, Cibes Symmetry offers residential elevators, vertical platform lifts, LULA elevators and vertical reciprocating conveyors, including the casket lift.

Strictly following national code guidelines and adhering to local jurisdiction requirements and variances, Cibes Symmetry products are ADA and ASME compliant. Cibes Symmetry representatives possess a wealth of knowledge and experience and are committed to excellence for the life of the product — before, during and after project completion.

**Member Benefit:**  
six-month extended parts warranty (\$500 value)

**Hannah Rupert**  
customerservice@symmetryelevator.com  
309.689.8090  
www.CibesSymmetry.com



## COMPUTER, WEBSITE AND INTERNET

### Empire Funeral Supply

Empire Funeral Supply is a complete funeral home supplier offering a full line of prep room, general products, printed matter and cremation items for your every need. We stock over 500 items for same day shipping and have Representatives available seven days a week. Please contact us for product details, product availability and current pricing. You will find our dedicated customer service team friendly, quick and efficient. Thank you for your interest in our products and we look forward to serving you in all of your needs!

Representatives available for each state:

empirefuneralsupply@gmail.com

Main Line: 954.753.7448 | Toll Free Line: 800.458.4584

www.EmpireFuneral.com



### Pristine Air Technologies, Inc.

Air Purification & Control of Infectious Aerosols Used in Crematories, Mortuary Prep, Visitation Areas & Showrooms

Unique design kills aerosolized and surface pathogens, collects ultrafine dust and allergens and removes dangerous gases that cause headaches, nausea, and health risk.

- o 2-Part Ionizer & Collector
- o No Filters to Replace
- o Easy Clean Collector
- o No Harmful Ozone or EMF
- o Quietly Runs 24/7
- o Pennies to Use

Customers say "THANK YOU! I can finally go to work without headaches or feeling sick from the chemical odors!" and "We have transformed our preparatory areas and everyone loves it!"

#### Member Benefit:

Save \$400 on the purchase of every air purification system.

#### Bill Kunde

BKunde@PristineAirTek.com

203.530.7296 (direct) | 800.883.9987 (office)

www.PristineAirTek.com



### Attend

ATTEND is a compassionate and technologically advanced funeral streaming company dedicated to providing a meaningful solution for those unable to attend memorial services in person. With a focus on empathy and connectivity, ATTEND enables families and friends to participate in ceremonies virtually, fostering a sense of unity during difficult times.

#### Member Benefit:

Free device and installation.

support@attend.live

outreach@attend.live

248.266.2838

www.Attend.live



### MemoryShare

MemoryShare is a funeral livestreaming software company that enables funeral homes to stream services directly from their website. Founded in 2012, MemoryShare is designed for funeral directors to increase revenue and rank higher online while meeting families' need for remote services. With the easy-to-use MemoryShare mobile app or mounted camera integration, and superior technical support, MemoryShare is committed to being the simplest, most reliable livestreaming solution in the funeral profession.

#### Member Benefit:

Free Livestream Monitoring by MemoryShare and Live Phone Support Mon-Sat 8:00 am-5:00 pm CDT.

#### Kyle Fogarty

Kyle@memoryshare.com

469.290.3903

www.MemoryShare.com



MemoryShare

### OpusXenta

OpusXenta is a global technology provider to the deathcare sector across North America, Australia, New Zealand and the United Kingdom. We are focused on solving the complex challenges that funeral homes, cemeteries and crematories encounter every day so they can focus on what is most important - serving their families.

Our comprehensive range of products enables our customers to better manage their operations, adapt to a changing market and deliver amazing customer service. Our solutions include byondpro for operational excellence; byondcloud, a platform that enables the deathcare industry to transact with customers and suppliers online; and opuspay, a fully integrated payment processing service that saves time and money easily.

#### Member Benefit:

OGR members receive 10% subscription discount for the first 12 months.

#### Lori Salberg

LoriS@OpusXenta.com

833.236.2736 (office) | 408.642.8852 (cell)

www.OpusXenta.com



# OGR BUYER'S GUIDE

## Tukios

Tukios is an industry-leading software company that provides Funeral Homes with innovative solutions to make their lives easier. In 2010, Tukios launched its Tribute Video Software, which has since become the Gold Standard in the industry. Today, we also provide Funeral Homes with an exceptional Website Platform. At Tukios, our priority is the Funeral Director, and we continually strive to develop software solutions that meet their unique needs. You can trust that you are in good hands with our technical support and innovative software solutions, as our unwavering commitment to service is evident in everything we do.

### Member Benefit:

Free one-month trial for Tribute Video software and 10% discount on videos after the trial period ends.

### Greyson Flint

Greyson@Tukios.com  
801.682.4391  
www.Tukios.com



## CONSULTING

### Affiliated Power Purchasers International (APPI)

APPI Energy is available to provide data-driven, holistic energy management services and custom solutions tailored to your organization's specific needs and goals. As part of your membership benefit, APPI Energy can analyze your energy usage, evaluate your energy bill, deliver a green-apples-to-green-apples comparison of supplier prices and contracts, and negotiate a supply solution tailored to your budgetary needs and sustainability goals.

### Benefits to you include:

- Negotiating on your behalf: Advocating for you, not the supplier or the utility
- Minimizing risk: Analyzing contracts and monitoring regulatory changes
- Providing customized solutions: Including comprehensive evaluations on demand and usage profile
- Save you time: Evaluate local utility and government policies to ensure all incentives are being captured

Additionally, APPI Energy offers energy management solutions to reduce demand, reduce costs and increase sustainability. As a true extension of your team, APPI Energy provides holistic, tailored solutions that help you set and meet your energy goals while reducing overall energy costs.

### Kathryn Allen

kallen@appienergy.com  
800.520.6685  
www.appienergy.com



## IgnitionHR

IgnitionHR was founded to help leaders of small to mid-sized businesses excel on the people side of their business, freeing up time for them to focus on growing their organizations. We have been successful in implementing systems, tools and processes to help organizations become employers of choice. Specific areas of support include:

1. A dedicated, on-demand HR Director available for your questions
2. HR policies that are compliant to each of your work locations
3. Training and development with dozens of training programs for your managers and employees that are ready to be delivered live via Zoom.
4. Employee termination assistance

### Member Benefit:

25% discount on your first call



### Patrick Rogan

Patrick@IgnitionHR.com  
410.656.9660  
www.IgnitionHR.com

### Johnson Consulting Group

With increased concern in profitability due to consumer choices, cremation and succession planning, you need a trusted consultant to navigate through to success. Johnson Consulting Group is a funeral home and cemetery consulting firm specializing in mergers and acquisitions, business valuations, bank lending, accounting services, business performance analysis, business performance improvement, customer survey/sales analysis program and incentive compensation programs.

### Member Benefit:

complimentary no-obligation one-hour consultation to cover your questions in any of these four key areas: Customer Service, Workplace, Marketplace, Financials

888.250.7747

info@JohnsonConsulting.com  
www.JohnsonConsulting.com



Johnson  
Consulting  
Group

## CREMATION

### Garfield Refining

Since 1892, Garfield Refining has provided recycling solutions for gold, silver, palladium, and platinum. Our full-service refinery and unrivaled expertise refining dental metals sets them apart in servicing the death care industry. We partner with crematories big and small. Whether you handle 100 cases per week or 100 per year, we understand that every crematory's goals are unique and require a program built for them. We'll get you the right tools to maximize metal collection, and we'll review your results together and explore every opportunity to improve collection of valuable metals.

#### Member Discount:

5% discount on refining fee



**Garfield Refining**  
Precious Metals Since 1892

#### Taylor Johnson

tjohnson@garfieldrefining.com  
267.792.3403  
www.GarfieldRefining.com

### Starmark Cremation Products

Since 2004, the Starmark brand has designed, marketed, and manufactured Sensible Solutions® that provide valuable options for its customers. Starmark prides itself on providing innovative, affordable, and high quality products so that our customers can focus on the things that matter most: giving families the opportunity to memorialize their loved ones in an affordable yet dignified and respectful manner. Our ability to craft and deliver is part of the formula that helps us serve our valued customers.

#### Arie Elder

arie.elder@starmarkcp.com  
765.966.7676, ext. 217  
www.StarmarkCP.com



## EDUCATION, REGULATORY COMPLIANCE

### Certified Safety Training

Certified Safety Training (CST) is the leader in deathcare OSHA and FTC compliance. Backed by more than 30 years of industry experience and Certified Safety Professionals, CST matches industry expertise with customizable programming to make sure that customers have the highest-quality safety programs, plans, training, and advice.

#### Member Benefit:

Free FTC Funeral Rule Compliance Training and discount services plus access to preferred rates on OSHA Compliance Services.

#### Mark Harrison

help@certifiedsafetytraining.org  
609.375.8462  
www.CertifiedSafetyTraining.org



### Kiss Compliance / Compliance Plus

In 1992, Gary Finch developed the first OSHA & Safety Program specifically for the funeral industry.

Since 1997, we have served as Safety Consultant of Record to the Order of the Golden Rule. We are still the one and only safety program written specifically for the funeral industry, with nearly 30 years of continuous service.

#### Member Benefit:

10% discount on all services plus no charge for any OGR member firm that calls with OSHA-related questions

#### Paulette Finch

pfinch@kisscompliance.net  
210.325.3125  
www.KISScompliance.net



### Veterans Funeral Care

Veterans Funeral Care provides educational workshops focused on how to engage the veterans in your market area. How to Become the Go-to Funeral Home for Veterans, led by Licensed Funeral Director Jim Rudolph, covers everything from branding to talking "tribally." A four-hour course is available in OGR's Learning Library to take at your convenience. Occasional in-person workshops are scheduled through OGR.

Upon completion of this course, attendees may have the option to become a licensed Veterans Funeral Care Network provider. Veterans Funeral Care Network providers are able to offer proprietary programs such as "Operation Toy Soldier" and "Retire Your Flag with Honor" to their communities. Every network provider has exclusive rights to their territory.

#### Member Benefit:

15% discount on VFC Network annual licensing fee

#### Jim Rudolph

JimRudolph@gmail.com  
727.524.9202  
www.VeteransFuneralCare.com





## EMBALMING AND PREP-ROOM SUPPLIES

### The Dodge Company

A family-owned and -operated business since 1893, The Dodge Company is the world's largest manufacturer and distributor of preparation room supplies. We carry a complete line of stationery, urns and urn vaults, and are a source for memorial products through our partners Glass Remembrance, Capture Bead Keepsakes and Legacy Touch.

Consolidated Funeral Services (CFS), Dodge's technology partner, provides revenue-generating websites, development services and hosting, all while paying dividends to our 5,000 website customers.

Dodge is proud to have been partnered with Insight Books and Doug Manning for more than 25 years, supplying grief recovery materials and the Continuing Care series.

As an Endorsed Supplier, Dodge supports OGR through a financial contribution toward the association's educational programming. Dodge believes that education is key to the future of our profession.

#### Member Benefit:

25% freight discount for orders of eligible product valued at \$300 - \$499.99 and 50% on orders of eligible product valued at \$500 or more.

#### Timothy Collison

tcollison@Dodgeco.com  
800.443.6343  
www.DodgeCo.com (website)  
Shop.DodgeCo.com (webstore)

## Dodge



### Embalmers' Supply Company (ESCO)

In business since 1986, The Embalmers' Supply Company (ESCO) has a long history of innovation and technology within the embalming industry and first in many chemicals that are in the market place. San Veino's, Hexaphene's and Porti-Boy machines.

#### Member Discount:

Up to 25% discount on fluids; 10% discount on Porti-Boy machines; 50% paid shipping when purchasing five or more cases.

Contact OGR Products & Services:  
800.637.8030  
www.embalmers.com



## FINANCING AND INVESTING

### Access Financial Group Interment Trust Services

For nearly 30 years, Access Financial Group has managed the Golden Rule® Funeral Trust, providing pre-need trust accounting and investment advice. The Golden Rule 401(k) Plan was designed to help you meet your retirement savings goals. The plan was exclusively developed to support independent funeral homes and their employees.

With low start-up investment and comparably low ongoing recordkeeping costs, this unique plan gives you and your employees more options than ever before. The Golden Rule 401(k) plan has the added benefit of allowing you to offer benefits to your employees, giving you a leg up in the hiring and retention of employees.

Contact us to learn more about this unique benefit and how we can work together to help you and your employees plan for your future.

#### Member Benefit:

401(k) exclusive member pricing

#### Christopher Chigas

cc@afinancial.com  
312.655.8233  
www.intermenttrustservices.com  
www.afinancial.com/OGR



ACCESS FINANCIAL GROUP, INC.

### Express Funeral Funding

Express Funeral Funding is the nation's largest privately held at-need insurance assignment funding company. We eliminate the challenges of working with insurance companies by limiting administration, providing immediate payment, and advancing complete policy funds. Since 2002, we have been providing funeral homes and cemeteries nationwide, the FASTEST. EASIEST. administration of life insurance assignments.

#### Member Benefit:

Members receive a free demo and preferred rate. Contact [sales@expff.com](mailto:sales@expff.com) today to learn more!

#### Deanna Wilkinson

[sales@expff.com](mailto:sales@expff.com)  
812.949.9011  
[www.expressfuneralfunding.com](http://www.expressfuneralfunding.com)





# OGR'S BUYER'S GUIDE

## Federated Fiducial (FFDA)

Since 1925, Federated Fiducial has provided business services to those specializing in the funeral business. Our team of experts specializes in bookkeeping & tax services, valuation & transition services, management analysis, payroll services, retirement plan administration and collection services. Federated's team of field consultants provide nationwide, on-site support and consulting to assist in addressing the specific needs of funeral businesses. These experts coupled with Federated's professional staff provide an unparalleled level of service.

### Curt Dailey

217.525.1712 | 800.877.3332  
www.Federated-Fiducial.com



## GREEN FUNERAL PRODUCTS

### Passages International

Passages International is dedicated to providing the best, most sustainable solutions to those seeking environmentally-friendly funeral options, including scattering solutions, biodegradable urns, eco-friendly caskets, and dignified cremation containers. We design most of our products and produce many in-house. We stand behind our unsurpassed quality and service and are proud to offer the largest selection of eco-friendly funeral products available.

Since 1999, Passages has created products that help you serve families that are looking for something different than a traditional burial. For natural burial families, we offer a variety of fair-trade certified, Green Burial Council certified, eco-friendly caskets and burial shrouds. For cremation families, we have clean-burning, sustainable bamboo cremation containers and a wide variety of Scattering Tubes and biodegradable urns that bring intention to scattering cremains. We also provide training, merchandising materials, and more to help funeral homes get comfortable offering these new, maybe unfamiliar, services to their families.

Today, over 60% of people say they are interested in greener funeral options. Today's funeral customer is looking for something that is meaningful and personal, something that represents the life they lived. Passages products help create goodbye experiences that families will remember for a lifetime.

### Member Benefit:

- 5% off on Caskets, Shrouds and the Simple Bamboo Container
- 10% off on urns and other miscellaneous supplies

sales@PassagesInternational.com  
505.830.2500  
www.PassagesInternational.com



## Homesteaders Life Company

Homesteaders Life Company is a national leader in providing products and services to promote and support advance funeral planning and funding for end-of-life expenses.

Founded in 1906 for the expressed purpose of funding funeral and final expenses, Homesteaders has emerged as the trusted name in the funeral profession because of the stability, security and integrity of our preneed products.

We also offer comprehensive marketing and operational support to help funeral providers connect with more families than ever before, including everything from in-depth marketing analysis and text-based aftercare to lead generation and online funeral sales, all centered around EnGauge, a robust customer relationship management system (CRM) custom-built through Salesforce. Everything we offer is tailored to your business and backed by data-driven testing to ensure maximum effectiveness.

### Member Benefit:

OGR members receive a free, comprehensive market analysis for main branch and branch locations as well as six-months of complimentary service on eFuneral's Pro tier (\$900 value).

### Brent Thomas

bthomas@homesteaderslife.com  
800.477.3633  
www.homesteaderslife.com



## INSURANCE

### C & J Financial

C&J Financial is proud to have partnered with OGR for over a decade and serve the funeral profession for 25 years. C&J continues to lead the way in insurance assignment funding with a diverse staff experienced in the insurance, funeral and preneed professions. In addition, we offer the quickest, most intuitive online platform. Our Assignment Funding Management System allows you to submit a claim in just over one minute then print documents specific to that insurance company. From there you can track and manage your claims all the way through the process. Now with C&J's new app, Quick Claim™ Mobile, it is easier than ever before.

Let us show you how we can bring value to your funeral home. Take advantage of our 30-day FREE TRIAL.

### Rob Brice

417.425.7993 (direct) | 800.785.0003 (general)  
www.CJF.com/OGR



C&J FINANCIAL, LLC  
The Leader in Insurance Assignment Funding

## Federated Insurance Company

Federated Insurance provides business insurance protection to funeral service providers across the US. A+ (Superior) rated by AM Best, Federated offers specialized insurance and risk management specifically designed to protect your business. At Federated Insurance, it's our business to protect yours. No obligation review of your insurance and risk management needs

### Member Benefit:

No obligation review of your insurance and risk management needs, free attendance at Federated Insurance Risk Management Academy seminars and referral to our network of independent estate-planning attorneys

### Patrick Cunningham

pjcunningham@fedins.com  
800.533.0472  
www.FederatedInsurance.com



## Funeral Professionals Insurance (FPI)

Funeral service professionals have unique insurance needs. Chris J. Boots (past president of the Casket & Funeral Supply Association) leads our Funeral Professionals Insurance program with more than 25 years' experience.

We serve our clients by creating a customized & comprehensive insurance program that will protect your business providing the BEST COVERAGES available. Our responsibility is to serve you in selecting the right insurance for your business at the most competitive price. We pride ourselves in helping you so you are comfortable with your insurance coverages and may rest easy as you work day to day in running your business.

### Chris J. Boots

cboots@amj-ins.com  
317.735.4077  
www.FuneralProfessionalsIns.com



## LIG Solutions

As a nationally recognized insurance agency since 2009, LIG Solutions changes the way individuals, families, businesses and groups across the country shop and enroll in healthcare products. LIG specializes in offering comprehensive, turn-key insurance solutions for associations, societies, membership organizations, NGB and other affinity groups to deliver member benefit programs around health coverage. With more than 30 years of combined experience in the health, life and Medicare insurance industries, LIG has distributed more than 1.2 million insurance policies. LIG has partnerships with national, regional and local insurance carriers across the country. We deliver member benefit programs centered on health and wellness initiatives to drive retention and engagement with the communities they serve.

LIGmarketing@LighthouseQuotes.com  
855.594.7254  
www.LIGmembers.com/OGR



MEMBERS  
COMMUNITY  
MARKETS

## JEWELRY

## Thumbies® Fingerprint Keepsakes

Thumbies® keepsake jewelry celebrates people and pets (Buddies Pet Keepsakes®), and is also offered in Phoenix Collection® cremation keepsakes. With this wide array of options, Thumbies remains the industry leader in quality and selection.

Thumbies keepsakes are individually handcrafted in the U.S. heartland by skilled artisans working with the highest-quality available raw materials. The team at Thumbies is able to utilize a variety of print sources to craft the perfect keepsake, including scanners, apps, or ink options. We offer the widest range of exclusive designs and proprietary materials that are not available anywhere else.

We make working with us easy by offering two sales models: you can place orders on behalf of your families, or Family Direct Ordering empowers families to purchase keepsakes when they are ready, while still providing you with additional operating revenue.

Help your families celebrate life and the ones they love by offering the most meaningful keepsake in the industry - Thumbies Fingerprint Keepsakes.

### Member Benefits:

35% off retail pricing

### Thumbies

customercare@thumbies.com  
847.848.6243  
www.Thumbies.com



# OGR'S BUYER'S GUIDE

## BerylMartin

Founded in 2000, BerylMartin is an art, design and digital print studio committed to providing our funeral service partners with the most stunning keepsake products available. We offer a wide variety of beautiful, personalized funeral memorial tributes and keepsakes including brochures, programs, prayer cards, thank you cards, portraits, casket panels and Fuzed glass and engraved crystal photo keepsakes. We also provide affordable printing and design services for our funeral service partners' business needs.

### Member Benefits:

- first order is FREE (up to \$350)
- discounted shipping
- exclusive OGR packages discounted up to 20% off our lowest published prices

WeCare@BerylMartin.com  
219.922.8935 (office)  
www.BerylMartin.com



## MEMORIALIZATION

### Funeral Home Gifts

Funeral Home Gifts is the premier provider of heirloom quality woven and printed Tribute Blankets, custom cap panels, photo urns and personalization products to death care providers throughout North America. Made in the USA by an American workforce and delivered next day, our products comfort families, generate revenue through re-orders and provide vision to transition families from direct cremation to personalized memorial services.

### Member Benefit:

free sample to try at your next service

### Wes Wolfe

wesw@funeralhomegifts.com  
800.233.0439 ext. 226  
www.FuneralHomeGifts.com



## SpartaCraft Inc.

A proud member of the OGR family!

Words cannot express our gratitude to you for the caring service you provide to families. In addition to our military, SpartaCraft truly appreciates the heroes of the funeral profession.

The flag cases and urns SpartaCraft builds and provides to all OGR members are the finest and most requested memorials in the United States. In addition to providing an American-made product to honor our country's heroes, past and present, the quality of SpartaCraft memorials gives the funeral provider a source of referrals for the future needs of the families you serve.

In addition to the highest quality products, personalization is a key service we provide, so with one phone call or email to OGR Products & Services, every memorial product can be custom engraved with Laser Engraving and/or Black-on-Brass plate engraving — and can ship the same day!

Consider this: When speaking with the family of a U.S. Veteran thinking about a flag case or urn, consider asking them, "Would your loved one prefer an American-made product, or an imported product?" This gentle reminder helps the family make a decision that best honors their loved one and hero.

### Member Benefit:

5% savings over wholesale prices

### Gwen Miller

gwen.miller@spartacraft.com  
Sales@SpartaCraft.com  
800.282.8044 (toll-free)  
www.SpartaCraft.com



## MONUMENTS & GRAVE MARKERS

### McNeill Grave Marker Company

Quality McNeill grave markers are available in a wide variety of styles.

Contact OGR at:  
800.637.8030  
supplies@OGR.org  
for pricing and more information





# OGR'S BUYER'S GUIDE

## Peaceyard

Peaceyards monuments are unique and eye-catching and is the market's only monument that gives the client the possibility to add photorealistic graphics directly on the surface of the monument. Our monuments can be customized in size, form and color. We have over 100 different standard models in our inventory. We have a short lead time of 8 weeks.

The material is durable, nonporous and UV-proof. It is easy to clean and withstands hard water much better than granite. With our monuments you can attract new clients to your funeral home. Our patented mounting plate makes our monuments easy to install.

### Member Benefit:

OGR members receive discounted pricing and free software consultation.

### Carl Billing

carl@peaceyard.com  
833.898.0008



## OFFICE SUPPLIES

### Office Depot OfficeMax

Office Depot is a leading provider of business services, products and technology solutions to small, medium and enterprise businesses, through a fully integrated B2B distribution platform of approximately 1,300 stores, online presence, and dedicated sales professionals and technicians.

### Member Benefit:

Get special pricing on office supplies, print and copy services in-store or online through the Business Savings Program by using the exclusive Order of the Golden Rule purchasing card. Discounts range from 5% - 55% off of retail prices.



## PRE-NEED

### Domani Preneed

Domani Preneed offers world class preneed services to provide you the peace of mind knowing your preneed program is DONE FOR YOU.

Our program includes:

- Custom-tailored preneed marketing plans.
- Innovative and data driven lead generation.
- A delicate appointment-setting service.
- Successful agent recruitment and management.
- An industry-leading CRM.
- Award winning aftercare services.

Domani Preneed works for you to expand your at-need market share through our expert preneed solutions. Request your FREE market analysis from Domani Preneed today and embark on the path of hassle-free preneed services.

### Riley Facer

riley@domanipreneed.com  
801.800.1955  
www.domanipreneed.com



## Eternal Benefit

Eternal Benefit Program provides you with new opportunities to receive business in your market, using strategies that harness our existing distribution. Eternal Benefits wants you to be part of our preferred provider network of Funeral facilities. Eternal Benefit has developed strategies for agents who then deliver this product to an underserved population. We welcome a discussion to determine if your facility may qualify for inclusion in our Preferred Network.

602-707-7392

www.eternalbenefit.com



## PRINTING & PAPER PRODUCTS

### CareNotes: a work of Saint Meinrad Archabbey

CareNotes, a ministry of Saint Meinrad Archabbey, are concise 5x7 booklets written to provide uplifting guidance to those who are hurting. These wellness-oriented booklets address topics that include grief, aging, mental wellness, spiritual support and more. The down-to-earth style of each CareNote offers relatable advice to help you heal – mind, body and spirit.

CareNotes began as a division of Abbey Press Publications in 1988; today, more than 100 million CareNotes have been distributed around the globe. All CareNotes proceeds support the prayer and work of the monks of Saint Meinrad Archabbey. Learn more about our mission at SaintMeinrad.org.

### Member Benefit:

10% off all orders over \$50 – use promo code OGR10 at CareNotes.com

### Vicki Gehlhausen

info@carenotes.com  
800.325.2511  
www.CareNotes.com



### Regal Line® Funeral Stationery & Accessory Products

Regal Line Funeral Stationery Products and Accessories will assist you in building loyalty toward your business. Regal Line stationery products are one of the few items that will remain in the hands of family and friends after the funeral service is completed. It is also the family's connection back to you when your services are needed again. 107 years of manufacturing excellence; family-owned; made in the U.S.A. Visit our new website: www.RegalLine.com

### Member Benefit:

20% discount

Contact OGR Products & Services:

800.637.8030

www.RegalLine.com



### Reliable Funeral Supply

*a division of Saint Francis Cromo*

A family-owned and -operated business since 1973, we are the exclusive direct partner with Cromo NB studios in Milan, Italy, featuring one of the largest private and propriety owned collection of artwork available anywhere. With the capacity of a manufacturer supplier, our designs are featured in prayer cards that have been comforting families for over 40 years and offered by many funeral homes across the country. Our designs are also featured in acknowledgement cards, urns, caskets, vaults, mosaics and many other products in the funeral industry.

We pride ourselves on same-day shipping for all items we stock when ordered before noon.

#### Member Benefit:

15% off regular retail pricing. Special OGR promotions throughout the year.

#### Mynor Alvarado

Mynor@ReliableFuneralSupply.com  
818.547.1390, ext. 103



For OGR inquiries, email:  
OGR@ReliableFuneralSupply.com  
www.ReliableFuneralSupply.com

### Messenger

Proudly serving since 1913, Messenger started in the religious calendar business and is now a leading provider of funeral stationery, everyday service items and insurance funding. Messenger prides itself on being innovative and best-in-class on all fronts: products, service, operations, technology and financially. Customer-focused as well as consumer-focused, Messenger utilizes a variety of research and retail trends to ensure funeral professionals have relevant products to help them stay viable in an ever-changing marketplace. Providing a quality product line, quick turn times, technology solutions, an extensive line-up of licensed artists and an experienced service and sales team.

#### Member Benefits:

50% off first Signature order  
10% off all Signature orders  
free personalization software, training and support



#### Heather Garman

hgarman@messengerllc.com  
800.827.5151, ext. 263  
www.MessengerStationery.com

### ASD - Answering Service for Directors

ASD – Answering Service for Directors has created a new class of answering service for funeral professionals by raising the bar with unparalleled levels of advanced training and technology. Family-owned and -operated, ASD has been helping funeral homes manage their calls and their lives since 1972. The company's custom-built communication systems and sophisticated mobile tools were designed solely to meet the needs of funeral homes. By offering funeral directors unmatched protection for their calls, ASD has redefined the role of an answering service for funeral homes.

#### Member Benefit:

Exclusive eight-week free trial with all setup fees waived.

#### Craig Meehan

Craig@MyASD.com  
800.868.9950  
www.myasd.com



### Domanicare

At Domanicare, we understand a strong aftercare program is essential to serving families and elevating your business. Our thoughtful, award-winning aftercare approach has helped thousands of grieving families and generated over 70,000 five-star Google reviews for 1500+ end-of-life businesses across the U.S. and Canada-- 97% ranking #1 in their market. Committing to live human responders over automation, we pair personal compassion with modern communication. Your grieving families receive a series of six, personalized text messages starting with a gentle check-in, free grief support resources through ForGrief.com, and a direct link invite to leave you a Google Review. Options are available to collect preneed leads and other timely feedback via short, texted surveys.

It all comes down to the power of human connection creating positive experiences to building trusting relationships. And it all starts with one text.



#### Member Benefit:

First month free, 10% discount thereafter

To view more information and Schedule a Demo, please visit:  
[getdomanicare.com](http://getdomanicare.com)

## URNS

### Bogati Urn Company

Since 2004, Bogati Urn Company has been a great wholesale urn resource for professionals within the funeral industry for affordable, high-quality urns, keepsakes and memorial jewelry. Our customers rely on our products to meet the needs of their families and our warehouse has a wide selection of hundreds of urns and memorial jewelry to meet our customers' needs.

#### Member Benefit:

Free shipping for online orders over \$650.  
Some exclusions may apply. Please register to see online checkout page for details.



Sales@BogatiUrns.com  
941.751.3382  
www.bogatiurns.com

### Davis Whitehall®

The Davis Whitehall Co., located in Colorado Springs, Co. has been hand-crafting custom hardwood urns made in America since 1991. We are known for our customization and personalization abilities. We recently introduced our new Textured Printing process, "Creating Memories You Can Feel®". This process features an innovative UV cured printing process that delivers a lifelike image with a raised printed surface, allowing families to touch and feel the image on their cherished memorial. The warmth of the wood accentuates the raised texture of the photo, creating a truly one-of-a-kind final resting place.

#### Member Benefit:

15% savings over wholesale prices. Contact OGR Products & Services at 800.637.8030.

800.818.8414  
www.Davis-Whitehall.com

**The DAVIS WHITEHALL Co.**  
*Urns of Distinction.*

### Element by The Living Urn

Based in Colorado, Element by The Living Urn is committed to offering funeral homes best-of-class U.S. made biodegradable and traditional urns, keepsakes, and memorial options that are more meaningful and personal. Our market leading product offering includes the patented Living Urn®, the leading bio urn and planting system designed to grow a tree with cremated remains, multiple indoor planting urns, a line of eco-friendly scattering and burial urns, fingerprint jewelry, cremation jewelry, glass keepsakes, and more! With our premium product line and state-of-the art virtual urn store for funeral homes with real-time personalization proofing, families can honor a loved one with an urn and memorial experience that helps tell their loved one's story.

#### Member Benefit:

10% off all orders

Jason Engler  
Jason@elementurns.com  
800.495.7022 ext. 1  
www.elementurns.com



### Mabrey Products

Industry leader in the design and manufacturing of hardwood cremation urns. Providing funeral directors and their families a high level of personalization and customization for over 30 years. Offering hand-crafted personal memorials made the old-fashioned way, one at a time. Proudly, and always, made in the USA.

#### Member Benefit:

5% discount on urns, plus 3% discount for 15-day pay, net/45 day; free shipping on two or more full-size urns via UPS to contiguous United States

Douglas M. Tobey  
Doug.tobey@mabreyproducts.com  
800.942.3799  
www.MabreyProducts.com



### SinoSource International Company, Inc.

Since 1994, our family-owned business has provided superior wholesale urns and memorialization products to the funeral and cremation industry. Our high-value, low-cost assortment of products has made us the top choice of thousands of cremationists – and the families they serve. We offer the widest selection of urns and keepsake products available, the most powerful and precise laser engraving machines, timely shipping services, and excellent customer service. Our industry-experienced team works to ensure that your families receive the highest-quality products available. If quality and affordability matter to you, we invite you to experience The SinoSource Difference.

#### Member Benefit:

10% discount on most items. Contact OGR Products & Services at 800.637.8030.

Debbie Hunsaker  
Debbie\_hunsaker@sinosource.biz  
650.697.6668  
www.SinoSource.biz





# OGR'S BUYER'S GUIDE

## TheWoodgrainGallery

A family-owned USA business creating wood memorials, carved in solid hickory, Made-In-The-USA since 2013. These are NOT cookie-cutter supplier – the owners are the artists. Compassion is carved into each creation. TheWoodGrainGallery is a Female & Veteran-owned business.

Taking personalization to a new level by offering 3 urn style options: an urn only, urn/keepsake box, or keepsake box only. Mix and match designs to reflect the life of loved ones or beloved pets. New carvings can be designed from an extensive library of carving models.

High-resolution photos can be converted into a wood carving, at an additional cost.

At TheWoodGrainGallery, each urn is a family treasure designed to keep loved ones in a cherished space for years to come.

### Member Benefit:

10% discount on demo urns ordered. (Limit 1 per style.)

### Johanna Haack

Johanna@thewoodgraingallery.com

517.449.2920

www.thewoodgraingallery.com



## Victoriaville & Co USA, Inc.

Victoriaville & Co USA, Inc. is proud to be an Endorsed Supplier.

Founded in 1907 and committed to serving funeral professionals since 1948, Victoriaville & Co is a fourth-generation family business that employs hundreds of people in Canada, the United States and the United Kingdom.

Victoriaville & Co's Urn and Keepsake Service Center located in Twinsburg, Ohio is the newest addition to the Victoriaville family. Our service center is designed to provide funeral homes and cemeteries throughout the US with a diverse collection of cremation urns, keepsakes, jewelry, appliques and engraving services.

Our comprehensive and diverse product selection provides an array of options to meet the needs and circumstances of the families you serve.

### Member Benefits:

10% discount on all purchases,  
ground shipping at no additional charge,  
free basic engraving.

### Dennis Plank

dennisplank@victoriaville.co

Phone: 330.840.5143

Toll Free: 866.881.7391

Orders: UrnsUSA@Victoriaville.co

Website: www.victoriaville.us

