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 ad, page, email and text carries your funeral home's name, your counselor and your brand.

- **Your logo, colors and counselor photo**
- **Branded text messages**
- **Works alongside your existing CRM**
- **Sends from your email and reply-to**
- **Unique booking links**
- **Weekly reporting, no login required**

200+ funeral home locations across **26 states** run on Fintra.

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 runs inside your funeral home, including your social campaigns.
Four programs. Fully automated. Nothing to manage.

gofintra.com

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Everything included. Nothing to manage.

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

Fintra

SOCIAL CONTENT & ADS

Quarterly campaigns, in your name

Facebook campaigns run year-round in your funeral home's name, each quarter on a fresh seasonal theme. **Fintra writes, targets and manages every ad. You approve once per quarter.**

1x approval per quarter: your only to-do



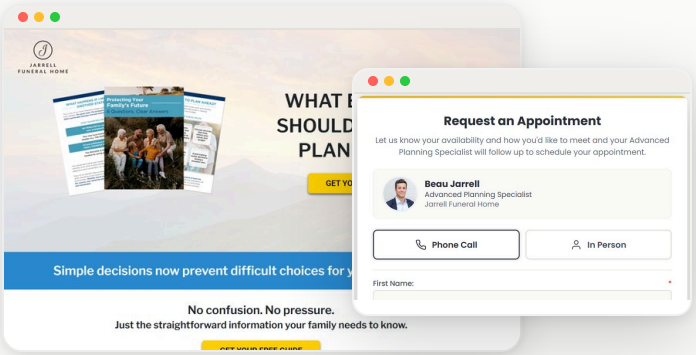


LEAD CAPTURE

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



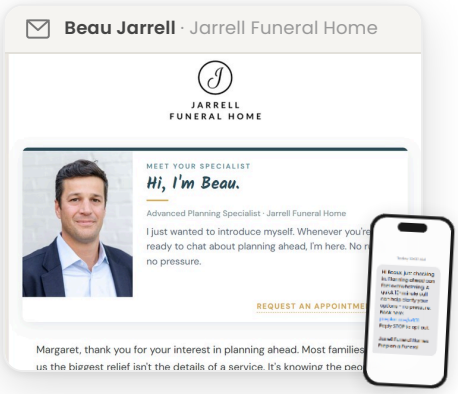
AUTOMATED NURTURE

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



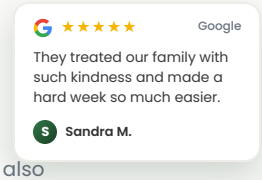
AFTER THE SERVICE: AFTERCARE + REVIEWS

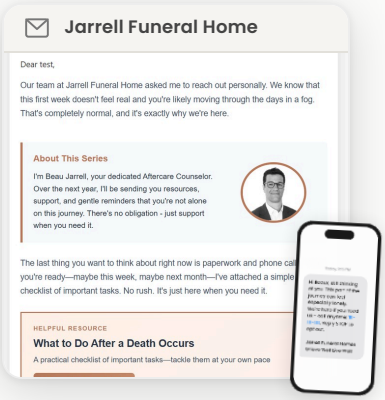
A full year of care, long after the service

A 12-month Grieve Well, Live Well series: grief education, check-ins and resources, all in your name. **Zero preneed content for 90 days.** Families also get a quick feedback request: one question, then Google or Facebook.

Email + Text

10+5 emails + texts over 12 months





See it in action.

Book a walkthrough at gofintra.com.

gofintra.com

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