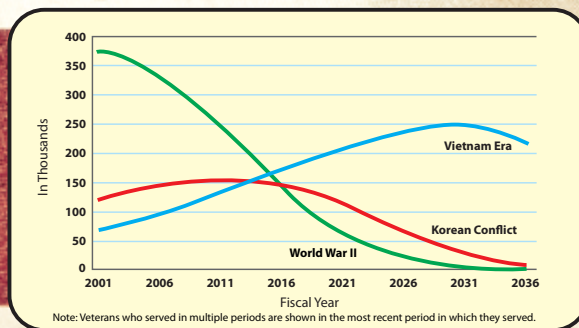


Projected Veteran Deaths for Selected Periods of Service: 2000 to 2036



Note: Veterans who served in multiple periods are shown in the most recent period in which they served.
Source: Department of Veterans Affairs, Office of the Actuary, Veteran Population Projections Model (VetPop), 2007, Table 8D.

VETERAN'S MARKETING WORKSHEET

DON'T MISS THIS OPPORTUNITY TO REACH OUT TO LOCAL VETERANS

VETERAN'S MARKETING WORKSHEET

ZIP	VETERANS COUNT	% OF MARKET	ZIP	VETERANS COUNT	% OF MARKET
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

NATIONALLY ONE OUT OF EVERY FIVE DEATHS IS THAT OF AN VETERAN.

VETERANS THAT YOUR COMPETITION HAS SERVED OVER THE PAST 30 DAYS

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

VETERANS THAT YOUR FUNERAL HOME HAS SERVED OVER THE PAST 30 DAYS

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

HOW DO YOU BECOME THE PREFERRED VETERANS FUNERAL HOME IN YOUR AREA AND IN THE FUTURE MOVE THE FAMILIES OF YOUR COMPETITION INTO YOUR COLUMN?

BY USING THE THIRTEEN FOLDS VETERANS PROGRAM AND ITS UNIQUE MARKETING TOOLS



AURORA Veterans Casket Display

WHEN YOU ACCOUNT FOR THE SURVIVING SPOUSE, THE MARKET POTENTIAL OF THIS SEGMENT IS IN EXCESS OF 40%. DO NOT MISS THIS OPPORTUNITY TO TAKE ADVANTAGE OF THE THIRTEEN FOLDS PROGRAM TODAY.



Thirteen Folds

HONOR VETERANS. CREATE RELATIONSHIPS. GROW YOUR BUSINESS.

