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| **BESPOKE UNDERTAKINGS**  **FACT SHEET** |

## Company Overview

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| **Company Name** | Bespoke Undertakings |
| **Founded** | 2025 |
| **Public Launch** | January 28, 2026 (Ribbon Cutting 4:00 PM CST) |
| **Headquarters** | 501 S Carroll Blvd, Suite 101, Denton, TX 76201 |
| **Service Area** | Dallas-Fort Worth Metroplex (8.5 million residents) |
| **Website** | bespokeundertakings.com |
| **Category** | Post-cremation consultancy (new industry category) |

## Mission

To help families with cremated remains at home find permanent placement and create meaningful memorialization plans with expert guidance and transparent pricing.

## Founder: Joe Bell

* Licensed Funeral Director and Embalmer: Texas (#120653), South Carolina, Montana, Washington
* Certified Funeral Service Practitioner (CFSP), Certified Crematory Operator (CCO)
* MBA, University of South Carolina Aiken
* BS Funeral Service, Mid-America College of Funeral Service
* Third-generation funeral director (78 years of family heritage in deathcare)
* 25+ years in operations and leadership
* Former adjunct instructor, Pierce Mortuary Colleges

## Industry Statistics (NFDA 2025)

* 63% of U.S. families now choose cremation
* 82% projected cremation rate by 2045
* 37% keep cremated remains at home
* 95% say memorializing loved ones is important

## Service Brands

* Off the Mantel: General post-cremation planning & placement ($495–$1,895)
* Earned Honor: Veteran placement & VA benefits coordination ($495)
* End of the Rainbow Bridge: Pet cremation guidance ($295)
* Happily Ever Ashes: Curated urns, jewelry & memorial products

## Business Model Differentiators

* Salaried consultants, no commissions—recommendations based on family needs
* Transparent pricing published on website—no hidden fees
* No chapel, fleet, or crematory overhead—focused expertise
* Never takes custody of remains—family maintains possession
* Voluntarily follows FTC Funeral Rule consumer-protection principles

## Brand Colors

Slate Blue (Primary): #4A6B7C • Gold (Accent): #C4A87C • Copper: #B87333 • Sage: #6A9A8D

## Typography

Serif: Lora (headlines) • Sans-Serif: Source Sans 3 (body copy)

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