**BESPOKE UNDERTAKINGS**

*America's First Post-Cremation Consultancy*

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| **QUICK FACTS** | |
| **What:** Post-cremation consultancy for families with cremated remains at home  **Who:** Families seeking permanent placement & memorialization guidance  **Services:** Options exploration, placement coordination, documentation | **Founder:** Joe Bell, 3rd-gen funeral director (TX, SC, MT, WA)  **Location:** Denton, TX (serving DFW Metroplex, 8.5M residents)  **Launch:** January 28, 2026 (Ribbon Cutting 4 PM) |

## The Problem

63% of U.S. families choose cremation. More than a third keep remains at home indefinitely. Not because they don't care—because no one helps them figure out what comes next. Funeral homes handle urgent needs; cemeteries sell plots. But once families have ashes in hand, professional guidance ends. "For now" becomes forever. The urn sits on a shelf. In a closet. No plan. No permanent place. No record.

## The Solution

Bespoke Undertakings fills that gap. We help families explore options (cemetery niches, scattering ceremonies, home memorials, cremation jewelry), coordinate with vendors, and ensure proper documentation. Salaried consultants—no commissions. Published pricing—no surprises. Expert guidance from a licensed funeral director with real credentials.

## Industry Statistics

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| **63%**  choose cremation | **82%**  projected by 2045 | **37%**  keep ashes at home | **95%**  say memorializing matters |

*Source: NFDA 2025 Cremation & Burial Report, Consumer Awareness Survey*

## Four Service Brands

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| **Off the Mantel**  General post-cremation planning & placement services | **Earned Honor**  Veteran placement & VA benefits coordination | **End of the Rainbow Bridge**  Pet cremation guidance & memorialization | **Happily Ever Ashes**  Curated urns, jewelry & memorial products |

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