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| **BESPOKE UNDERTAKINGS**  **KEY MESSAGES & PROOF POINTS** |

*Five core messages with supporting evidence for fast, accurate writing.*

## 1. There's a gap in deathcare no one was addressing.

Funeral homes and crematories handle what's urgent. Once cremation is complete and the family has the ashes, professional guidance ends. Most families don't know what options exist or how to move forward.

**Proof Points:**

* 63% of U.S. families now choose cremation (NFDA 2025)
* 37% keep cremated remains at home (NFDA 2025 Consumer Survey)
* 95% say memorializing loved ones is important, but many never complete permanent placement
* No pre-2025 competitor offered consultancy exclusively for families with cremated remains at home

## 2. Expert guidance without conflicts of interest.

Bespoke Undertakings consultants earn salaries, not commissions. Recommendations are based on family needs, not sales incentives. Pricing is published. No surprises.

**Proof Points:**

* All pricing published at bespokeundertakings.com/pricing
* Founder licensed as Funeral Director and Embalmer in four states (TX, SC, MT, WA)
* Certified Funeral Service Practitioner (CFSP) credential
* No chapel, no fleet, no crematory = lower overhead, focused expertise
* Voluntarily follows FTC Funeral Rule consumer-protection principles

## 3. Veterans earned free burial benefits. Most families don't know.

Every eligible veteran has earned free placement at a VA national cemetery, including grave, headstone, opening/closing, and military honors. Bespoke Undertakings' Earned Honor brand ensures families understand and receive these benefits.

**Proof Points:**

* VA national cemetery benefits available at no cost to eligible veterans
* Benefits extend to spouses and dependents
* DFW National Cemetery located 25 miles from Bespoke Undertakings office
* Earned Honor Veteran Placement: $495 flat fee covers entire coordination process
* Required documentation: DD-214 or equivalent discharge paperwork

## 4. A new category in an established industry.

Cremation has been the majority disposition choice since 2015. Yet dedicated post-cremation guidance never existed as a standalone service category until now.

**Proof Points:**

* Cremation rate: 63% in 2025, projected 82% by 2045 (NFDA)
* Traditional funeral homes structured around pre-cremation services
* Crematories focus on the cremation itself
* Cemeteries sell burial plots
* Bespoke Undertakings is the first to focus exclusively on what happens after cremation when families already have remains at home

## 5. Permanence matters for closure and for the historical record.

When ashes have no permanent place, the person has no permanent record. Future generations won't know where to honor them. Families don't get closure.

**Proof Points:**

* Cemetery records, burial dates, headstones create genealogical trail
* Home-stored ashes often have no documentation
* Scattered ashes with no ceremony recorded leave no paper trail
* Bespoke Undertakings creates documentation for permanent record regardless of placement choice

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