



«First_Name» «Last_Name»
«ADDRESS»
«CITY» «State» «Zipcode»

Thank you for responding to the Funeral Advantage program — the #1 program of its kind in the United States. We are proud to offer this affordable and convenient way to get final expense life insurance. Your family will thank you for providing the peace of mind that only comes from such thoughtful consideration.

Funeral Advantage is not a prepackaged “one size fits all” solution. It is individually tailored to your needs and budget. This is done most effectively through a personal visit with a local representative. Someone will contact you to provide information and answer all of your questions.

Here are a few of the highlights included in Funeral Advantage:

- No Physical Exam Needed
Your eligibility is based on answers to just a few simple health questions.
- Easy Qualification
Most people to age 85 can qualify for immediate death benefit coverage underwritten by Lincoln Heritage Life Insurance Company.
- Flexible Payment Plans
Our rates never increase. We can work with almost any budget!
- Free Family Support Services (Free Membership in the Funeral Consumer Guardian Society)
*We can help protect your loved ones and make sure your final wishes are carried out.
We can help save your family hundreds or even thousands of dollars on your funeral after you're gone, too.*

Rest assured, the few minutes you spend with our representative will be well worth it in terms of peace of mind, knowing that your family will be protected no matter what the future may bring.

Thanks again for your interest and your trust.

P.S. We thank you in advance for your patience as it may take as long as a few weeks to contact you due to the volume of customer response.