



Marketing Information for Funeral Homes

Summary about the Design

The 32 Series Prinzing is a unique & custom designed automobile that was sculpted and crafted by automotive artist Max Prinzing of Minnesota. Prinzing spent his life's work & passion around designing and building custom automobiles for the wealthy. Names such as John Denver & Neil Diamond have commissioned custom designed vehicles from Prinzing. Prinzing was passionate about cars from an early age, but truly embarked upon his life's journey after serving his country in Vietnam when he returned home and began to sculpt and design his "dream car". Thru vision and talent, Prinzing combined the most memorable design features of the late 20's and 30's to create his exclusive vehicle design. It wasn't long until he realized that many other people shared his dream and were awestruck by his vision and talents as an automotive sculptor.

In the late 1990's, Prinzing designed and sculpted his first professional funeral car – it was this car that caught the eye of a 4th generation funeral home owner & operator by the name of Richard J. Neal of Arkansas. A strong friendship soon ensued and Richard commissioned Prinzing to build the first Carved Panel Funeral Coach based upon his artistic vision & style. Many years later, thru a strong friendship and interest in the concept, the professional car designs were transferred to Rosewood Classic Coach, owned & operated by Richard Neal, for commercial development and introduction to the funeral industry.

Q&A When Customers Ask!

- **What is it / what year is it)** It is a 32 Series Rosewood Prinzing: Prinzing was an automotive sculptor & designer for the wealthy.
- **What does the RP stand for?** Rosewood Prinzing: Rosewood Classic Coach is the company which custom designed and outfitted the Prinzing design for suit the funeral industry's grand heritage and needs while also honoring our customers.
- **Is that a Rolls Royce?** – NO!!!! – it is a Rosewood Prinzing, even more exclusive & rare than a Rolls Royce or Bentley.
- **What does it have under the hood?** The vehicle has been modernized for dependability in the funeral service. It features the latest GM V8 fuel injection technology & common GM truck components for ease of use and longevity.

Marketing Comments & Suggestions

Instructions: it is important that you market this as an “honor” or recognition to your public. The following phrases are suggestions that may help you to “guide your mind” into this mindset of marketing. While we as funeral home owners know and understand the “bottom line” of the vehicle and how it works for us, we must keep that to ourselves & confidants while marketing the honor & respect aspect of the design and its awe-inspiring appearance.

- Our funeral home commissioned this custom vehicle to honor & serve our families as never before!
- We are proud to give [customer's name] this honor!
- It is our pleasure to honor your loved one with this tribute.
- May we recognize [customer's name]'s service or life with this honor?
- We offer this tribute in honor of your loved one & the life they have lived.
- Our funeral home wishes to restore/convey the honor & grandeur of our heritage, by honoring your loved one with this stunning & unforgettable automotive tribute.
- Your loved one has such a unique and colorful past, a past worth recognizing, it is only appropriate that we honor their life with such a tribute.

You will develop your own verbiage and communication, but these suggestions are a good start on your way to marketing this very powerful tool!

PACKAGING & PRICING

Rosewood Cremations as well as Bob Neal and Sons Funeral Homes are packaging fanatics. It allows the companies to shield themselves against 3rd party sellers and to create a desire for families to upgrade services while providing them with “discounts” or incentives to take that next level of service or products.

Consider packaging the tribute vehicle in a service level that you want your customers to be in – offer it as an incentive or perk to get them off the bottom and where you need them to be.

CREMATION –You can use the vehicle to get cremation families off the bottom shelf and to honor their loved one with a traditional funeral with rental casket & tribute hearse – while still honoring the decedent’s request to be cremated – PACKAGE, PACKAGE, and PACKAGE!!!!

MARKETING & PUBLIC OPPORTUNITIES

- Use the vehicle images in your display & print materials so that they visualize and “crave” the concept for their loved one. Be certain to incorporate it into your print materials for your general price lists & package print materials.
- Use double sided, color print business cards with vehicle images.
- Post cards to hand out to people interested in the car with photos of the vehicle and your funeral home name locations, logos, and website.
- Place vehicle on first page of your website & dedicate a page/photo gallery to describe the vehicle and its unique origins.
- Put it at the top of your color GP List.
- Get a large family photo taken with the car and hang it in your most prominent location in your funeral home.
- Magazine & news print ads with your staff.
- Car Shows – take it!!!
- Parades – run it!!!
- Fairs & exhibits – display it!!!

THIS IS YOUR NEW TRADEMARK SERVICE – EXPLOIT IT TO ITS FULLEST!!!!

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