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Pinnacle Funeral Service Welcomes David Trivette

ST.PETERSBURG,FL— Pinnacle Funeral Service is excited to announce the addition of **David Trivette** to their team. David has accepted the position of director of support, marking a significant new chapter for the company.

David brings a wealth of experience and a fresh perspective to the organization. As a licensed funeral director with over a decade of experience in the funeral industry, he has managed multiple North Carolina and Florida funeral homes and overseen acquisition onboarding for **Foundation Partners Group**. Having demonstrated exceptional leadership and dedication throughout his career, David's appointment as the director of support underscores Pinnacle's commitment to delivering compassionate, outstanding support to the families it serves.

"David's depth of experience and leadership acumen will be instrumental in our ongoing effort to provide exceptional support services and make our acquisition process seamless," said **Tony Kumming**, president of Pinnacle Funeral Service. "We believe his impact will be felt immediately by both our internal team and the families who entrust us with their loved ones' funeral services. We are thrilled to

welcome David to the Pinnacle family."

As director of support, David will oversee a significant portion of Pinnacle locations, develop strategy and policies related to customer service and operational efficiencies, and ensure smooth transitions for new acquisitions. "I am excited to join Pinnacle Funeral Service and work with such a dedicated and talented team," said Trivette. "I look forward to using my experience and expertise to help support Pinnacle's funeral homes and ensure that we continue to provide the highest level of service to our clients."

Pinnacle Funeral Service is a privately owned funeral home company that operates 26 funeral homes across the state and is a leading provider of funeral, cremation, and bereavement support services. For almost 17 years, Pinnacle has been dedicated to assisting families during their time of need with a commitment to professionalism, empathy, and understanding. The team is devoted to upholding its reputation for service excellence, ensuring every family is treated with the care, dignity, and respect they deserve.

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Security National Financial Corporation Reports Financial Results for the Quarter

SALT LAKE CITY,UT— Security National Financial Corporation (SNFC) (NASDAQ: SNFCA) announced financial results for the quarter ended March 31, 2023.

For the three months ended March 31, 2023, SNFC's after-tax earnings from operations decreased 61% from \$3,229,000 in 2022 to \$1,240,000 in 2023, on a 22% decrease in revenues to \$79,501,000.

Scott M. Quist, President of the Company, said: "While we are never pleased with quarterly decreases in income, I think that a deeper analysis of our business segment performance is warranted. For our Life Insurance Segment this is the best Q1 performance in our history. That excellent performance is based upon two factors: increased investment income and improved efficiency."

"In our Memorial Segment, we simply experienced a drop in case count as compared to 2022, which decline we believe is consistent with death rate declines in our market areas. So, we believe we have maintained market share. Our 12% drop in earnings is significantly less than our

publicly-traded peers to which we have available comparable financial results.

"Lastly, I would note that the fact we are profitable in this environment, albeit at a lower level than desired, reflects the balanced nature of our businesses. Increased interest rates have, without question, decimated our Mortgage Segment, but they have also provided an earnings boost to our Life Insurance Segment. In my opinion, despite the quarterly drop in death rates, our Memorial Segment provides a consistent growing and balancing factor in most economic environments. Thus, while I cannot say that I am pleased when our income goes down, I can say that I am very pleased with our team's performance in some tough business environments. The increased market share in our Mortgage Segment, better than peer group performance in our Memorial Segment, and best-ever financial performance in our Life Insurance Segment are not insignificant achievements."

For more information and full results visit www.securitynational.com.

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Powerhouse Marketing with Welton

By Welton Hong

Maintain Market Share by Curbing 'Bounce Rate'

It's one thing to attract local families to your funeral home website. It's quite another to keep them there.

When people are researching local options for funeral service, you want your site to be the last one they consult. If they only visit for a few minutes (or less) without following up by contacting you, you might well have lost that call to a competitor.

That's why it's so critical to keep the bounce rate on your website as low as possible. Some of you likely are already familiar with this term, but if you're not—or just need a refresher—here you go:

Bounce rate is a key performance indicator that measures the percentage of website visitors who leave after viewing only one page without any further interaction.

This could be because they found the information they needed, were confused or frustrated, or had a poor user experience. A high bounce rate indicates that many of your site visitors aren't engaging with your content or services as deeply as you would like them to.

Best Practices to Reduce Bounce Rate

1. High-Quality, Relevant Content

Users typically leave a website if the content doesn't meet their expectations or answer their queries. Ensure your content is accurate, engaging, and easy to understand. For funeral home businesses, this could involve providing clear information about your services, pricing, and team, as well as creating educational resources about the funeral planning process.

2. User-Friendly Website Design

An intuitively designed website can significantly decrease your bounce rate. Easy navigation, fast load times, and a responsive design that adapts to different screen sizes are crucial. Make sure important information like contact details and service descriptions are easy to find.

3. Effective Call to Action

A well-placed call to action (CTA) can guide visitors to take the next step, whether that's contacting your team, downloading a resource, or viewing obituaries. Make sure your CTAs are clear, compelling, and visible.

4. Engaging Multimedia

Incorporating relevant images, videos, or virtual tours can keep visitors engaged and encourage them to spend more time on your site. A virtual tour of your funeral home, for example, can provide visitors with a more immersive experience.

5. Internal Linking

Internal links encourage visitors to explore more pages on your site, reducing the bounce rate. For instance, a blog post on funeral etiquette could include a link to your services page, guiding visitors to additional relevant information.

Keeping Visitors on Your Website Longer

In addition to reducing bounce rates, you want to increase the amount of time visitors spend on your website. One effective way is by starting a blog that covers relevant topics.

In the context of a funeral home, articles about dealing with grief, planning a funeral, or the benefits of preplan-

ning can provide valuable information to visitors and encourage them to stay longer.

Another method is to provide online preplanning tools or grief support resources. These offerings not only provide valuable services to your clients, but also increase engagement with your website.

Remember, while it's beneficial to decrease your bounce rate and increase the time visitors spend on your website, the ultimate goal is to provide meaningful and valuable interactions for families visiting your website. For funeral services, a compassionate and informative online presence can make all the difference.

Welton Hong is the founder of Ring Ring Marketing® and a leading expert in creating case generation from online to the phone line. He is the author of *Making Your Phone Ring with Internet Marketing for Funeral Homes*. For more information, visit www.FuneralHomeProfits.com.

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