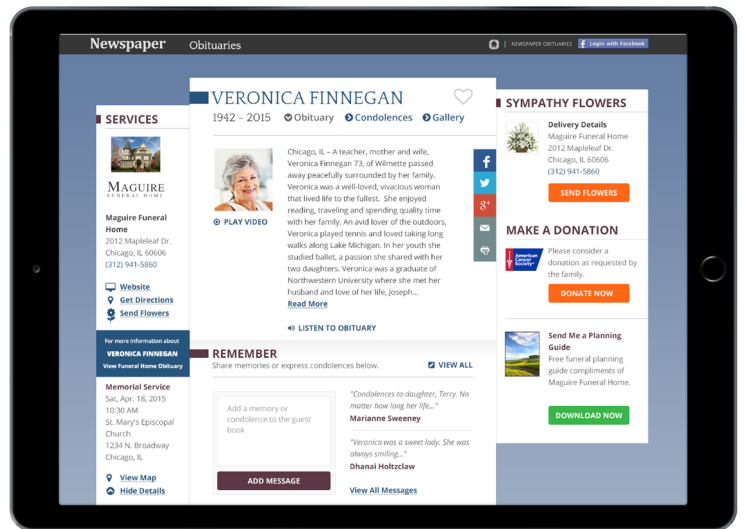


# Funeral Home Local Spotlight: FAQs



## Do I have to sell or tell families?

No selling required. Whether to tell families is up to the funeral home. Since this offering is limited to select funeral homes, many funeral homes position it as a benefit to working with that particular funeral home. For example –“Because our funeral home is serving your family, the obituary of your loved one is automatically featured on the home page of the newspaper obituary section.”

## Does this come with every obituary?

Yes. The Local Spotlight feature automatically comes with every obituary a participating funeral home submits to the newspaper.

## What if the family doesn't want it?

If the family doesn't want it, the funeral home can send an email to [fhsupport@legacy.com](mailto:fhsupport@legacy.com) with the name of the deceased, funeral home name, newspaper name and a note indicating not to place in the spotlight.

## If the family doesn't want it, will they still be charged?

The Local Spotlight automatically comes with all obituaries from the participating funeral home. If a family doesn't want their loved one included in the Local Spotlight, we will make sure to remove the obituary from the Spotlight online. Since the Local Spotlight is part of the obituary, the price will not change.

## Can my competitors do this?

In most markets, yes. However, there are a limited number of Local Spotlights available each day. As a result, only a select number of funeral homes will be able to participate. The number will vary by market based on size of the funeral homes that want to participate.

## How many obituaries appear in the Local Spotlight?

Typically, there are 10 Local Spotlight placements available each day. If, however, more than 10 obits are submitted by participating funeral homes, all of them will appear in the Local Spotlight, i.e. no obits from participating funeral homes will be excluded unless the family requests it.