

# BECOME THE HEARTBEAT OF YOUR COMMUNITY

Discover a horizontal **growth opportunity**  
you *can't afford to miss.*



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***It's no secret...*** that building business relationships is a sure-fire way to grow your business, but have you ever considered your local funeral home? Funeral homes and the services they provide to your community are highly valuable and often overlooked when it comes to seeking out partnerships. Here at AP Lazer, we've discovered the value in these partnerships and want to share this undiscovered growth opportunity with you!

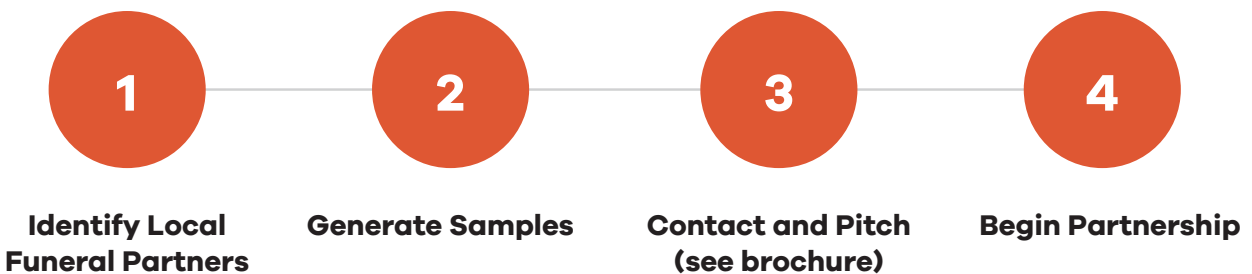
## Your Opportunity

Families are looking for **unique ways to memorialize** their loved ones beyond the cemetery.

People **pay more** for the things they love than things they need.

Your open-architecture AP Lazer makes it easy to **emotionalize nearly any product**, regardless of size or weight, From small memorial keepsake items to the largest of granite monuments.

## Your Route to a Priceless Partnership



### ***What Can You Offer?***

As the owner of an AP Lazer you have the most versatile laser on the market. You're able to customize objects of almost any weight, size, shape, and material which allows for endless possibilities. Create one-of-a-kind keepsakes, urns and memorial pieces that funeral home customers will cherish for a lifetime. .

Work with your new business partner to create a space to display your product offerings and allow customers to browse options. Reference the next page for suggestions on how to set up your display.



**To design your display you'll want to ask yourself 2 questions:**

**What objects do families want?**

This is an opportunity to work with your funeral partner to understand how you can best support their business and the community. Using this question is a way to nourish your partnership to provide them with product options they'll be happy to offer, and in-turn customers will love and cherish.

**What products provide the best ROI?**

Offering products that customers will love is important, but keep sight of your bottom line. Be sure to research your sourcing options, like the [AP Lazer Webstore](#) to make sure you can provide products that will not only fill hearts, but fuel both you and your partners profits.

**Source Cost** \$6-7.99/ea

**Value after Customization:** \$30-50/ea



**Source Cost** \$34.95/ea

**Value after Customization:** \$100-230/ea



**Source Cost** \$23-\$49/ea

**Value after Customization:** \$100-\$150/ea



This sample display above includes materials sourced from the **AP Lazer webstore** and our predicted value after customization.