

Dear Mr. Bowen,

I wanted to write in and tell you about my experience with Simple Cremation.

I learned of your company the day I received a call that my mother had died in the emergency room in Las Vegas. I checked your website online and thought the simplicity of it was too good to be true. The next day, I took the first flight into Las Vegas and while I was waiting to see my mom's remains, I was informed that I needed to have her transported to a funeral home. Mom had no life insurance and so I was looking at paying out of pocket for her expenses. I was devastated by her sudden loss and could hardly think. I recalled the website, looked up the number and called. Ed answered the phone. His voice is a sound I will always remember because he was so helpful, reassuring, straightforward and incredibly simple. Ed's voice was the first thing I heard that would begin to get me through Mom's passing. First off, I was completely relieved that there were no hidden costs and that everything was exactly as on your website. Secondly, Ed listened to my needs, both spoken and unspoken, and gave me a recommendation that was completely affordable and comprehensive including accommodating the immediate need of transporting Mom to a funeral home. Finally, Ed provided me the certainty and support that I didn't even realize I needed and I was able to focus on the one thing that mattered the most...being there for Mom.

The driver who came for Mom arrived at the same time I was allowed to see her. He was very kind. I wish I could remember his name, but I was in a state I still don't know how to describe. He was so kind and told me that I could take all the time I needed. We elected not to have a viewing, so this was the only time I got to see her and I am so grateful that he was so kind to allow me the time.

The service provided was completely as promised and included all the paperwork filing. I was at a loss because I had expected things to be extremely difficult, but it was simple and the service I was given lifted a heavy load off of my shoulders.

I can hardly express my gratitude in words. This was one of the hardest moments of my life and Ed was amazing all the way through allowing me to savor the last moments seeing and celebrating my mother.

My kindest regards,

Brenda