




Lifemark

32992 Mission Blvd.
Hayward, CA 94544

G R O U P

*The Lifemark Center at Skylawn
Memorial Park in San Mateo*





Lifemark

G R O U P

Your Plan Now,
Our Promise for Later

The Lifemark Group of Cemeteries, Crematories and Funeral Homes

Planning for Peace of Mind

It's human nature to avoid thinking about loss. We prefer to focus on the positive things in life, rather than dwell on the end of it.

At the same time, most of us agree that planning ahead is smart, and thoughtful—that sharing your wishes and preferences with loved ones now will make that difficult time easier on them.

The difficulty is in taking that first step, but the benefits are immeasurable.

Planning ahead is a natural way to face the inevitability of loss, a means of lessening its power over us. Like preparing for any other major life event—getting married, buying a house, having children—it makes us feel more comfortable with change, and relieves our loved ones of making decisions at the most stressful time.

And the process is no more complicated than creating other plans, like a household budget: you simply gather personal and financial information, and make choices based on your preferences.

By planning today, you ensure that your wishes are known—and that tomorrow your family and friends are able to focus on saying goodbye.

“It was a gift to have someone to counsel us, who had the knowledge to lead us through the process.”

Four Simple Steps Make the Difference

Planning can be a gift. By granting yourself more time to gather information and craft your final wishes, you lighten the responsibility that falls on loved ones, both emotionally and financially. It takes only four steps:

*The cemetery at Chapel
of the Chimes in Hayward,
in operation since 1872*



step 1

Collect Personal Information

This can be done at your own pace. You'll need to collect financial documents: copies of wills and trusts, insurance policies, bank accounts, deeds and lists of assets and liabilities. You may also want to create personal lists: family history, people important to you, memorable events, or hobbies, quotations or other things that are meaningful to you.



step 2

Write Down Your Preferences

Planning your final arrangements can be a collaborative process, with friends or family. You'll need to decide on burial vs. cremation, on a traditional funeral or a more personalized ceremony, and on who should be contacted first. You might also consider themes, music, prized objects and photographs.



step 3

Keep the Information at Hand

Your information should be easily accessible to those responsible for your arrangements, as in a home safe.



step 4

Secure Services

Because the cost of arrangements rises yearly, prepaying for services lightens the financial load by letting you lock in costs. For this, you'll need an experienced professional partner like Lifemark—who is also a provider of the services you're looking for—to help you research costs, determine the most appropriate services in your cost range, and set up a payment plan. (Payment plans are not generally an option at the time of need.)



Let Lifemark Be Your Partner

It's our goal to make end-of-life planning easier and more meaningful for all. That's why we focus on simplicity, diversity and beauty.

A simpler process.

Because we're able to address all your needs in one place, from planning to funeral services and burial, you have a trusted partner throughout the process, and you can be certain that no details are overlooked.

Diverse traditions.

Your religious and cultural traditions are important to you, and to us. We've become experts in diverse ceremonies—and have dedicated facilities for individual traditions, ethnicities and affiliations—to provide your loved ones with the most personal means of saying goodbye.

Beautiful surroundings.

Our facilities have a wealth of history and connection to their communities. Their design, as well, is meant to inspire and comfort—with historical architecture, Bay views or Eternity Gardens designed according to the principles of feng shui.

Begin the Process Today

Visit our website at lifemarkgroup.com and download our planning tool, "Getting Organized"; give us a call at **510.471.3363** and we'll review it together. Then visit us in person, and we'll walk you through all aspects of your own planning.

Lifemark
G R O U P

Today's Decision...Tomorrow's Plan®

About Lifemark

We're founded on a simple truth: every life leaves its mark on those it touches. And since our start in 1872, with a local, 7-acre cemetery, it has been our mission—and our privilege—to honor that fact.

Lifemark is a multi-denominational company, supporting families of diverse religious, ethnic and cultural traditions with end-of-life planning and services—more than a century of experience has taught us that every culture has its own way of saying goodbye. Now in historic sites throughout Northern California, we offer the most comprehensive end-of-life services of any company exclusive to the region.

Every life is to be celebrated, and we're committed to helping you through the process in the way that is most meaningful to you. We counsel families, first, to plan today—as the best way to discover, and honor, the wishes of your loved one, and as a means of making the process easier at a time of loss. When that time comes, we offer support in every aspect—from gathering needed information and managing details, to creating an inspirational ceremony and memorial. The choices you make today are your promise for tomorrow.

Contact us today:

The Lifemark Group of Cemeteries,
Crematories and Funeral Homes

Hayward, Oakland, Sacramento,
San Francisco, San Mateo, Sunnyvale

Main office: 32992 Mission Blvd., Hayward, CA 94544

Tel: 510.471.3363 Fax: 510.471.8814

www.lifemarkgroup.com

Copyright © 2009 Lifemark Group