

The Rose Difference

Thank you for the honor of allowing our family to serve yours during this difficult time. Since its beginning in 1884, our family-owned firm has served over 90,000 families from Knox County and the surrounding areas.

Locally Owned And Operated, The Rose Mortuary, Inc. and E.B. Mann Undertaking Co. has been a historical part of Knoxville, Tennessee for more than 125 years. Through the time of our inception on Gay Street in 1884 and Grainger Avenue in 1932, until today, we have acquired the level of professional resolve that assures your family the finest of quality service and professional care. Be assured that any detail, no matter how small it may seem, will receive immediate action. If we should overlook anything that needs our attention, please make your Funeral Director or a member of our staff aware. We assure you that they will handle all issues to your complete satisfaction.

Our philosophy is simple...Surround yourself with the love of family and friends while you honor the Heritage and preserve the Legacy of a life well lived. We are privileged to work with you to create a unique and perfect memorial experience for your loved one.

Our heritage and experiences allows us to offer comprehensive family care, including...

- Rose Mortuary is the area's only provider of **Heritage Tributes™**, a special collection of healing, memorial experiences designed to help your unique family share love, honor heritage, and preserve the legacy of your loved one. We have learned that the families we serve want individualized choices. Our options are simply packaged to enable you to easily select services that meet your needs.
- We strive to collaborate **personalized services** with you to create the most personal and meaningful tribute to the person who died. We have selected and trained our staff to plan and coordinate services that reflect your wishes. It is our goal to listen, share our experience with you and conduct services that will be especially meaningful to each family we are privileged to serve. We will gladly support any appropriate requests to honor and celebrate the life that was lived.
- We adhere to the highest standards of **price and value** and strive to serve you with sensitivity and compassion. Some funeral homes stress low prices, but cut corners with staff, facilities and service. We are confident our prices offer the best value in the area. When families consider the best value for the money they spend, they will never regret choosing quality.
- We have designed a comprehensive collection of **Heritage Support Services** that complement our basic services, many of which are free of charge.
- Our facilities are both tastefully decorated and furnished, offering **true comfort** to your family and guests.
- Since the inception of our firm we have had a longstanding policy that **no one is denied service because of a financial hardship**. We will make special arrangements to see that families who do not have sufficient financial resources to pay according to our price list will be able to have a service that is within their means.
- Our **100% Commitment to Excellence** is our written commitment to you. Should you not be satisfied with any of our services or facilities, we will address each need to meet those standards.
- Rose Mortuary is the only funeral firm in Knoxville permitted to display the prestigious **Selected Independent Funeral Homes** symbol. This means you can expect more from us as Knoxville's most preferred funeral directors.



Thumbies®

From a supplied two-dimensional ink print, we create exact three-dimensional replicas in precious metals. The surface of each piece invites touch, the engraved backside of each piece records a name and date or special message, if desired. You can choose from a variety of charms, cufflinks, earrings and key fobs. More than anything else, Thumbies® connect you with those you love.



Permanent Memorials

A cemetery is more than a final resting place for our loved ones. It is a place for us to go to reflect on the past and to remember the people who have enriched our lives. It's fitting to create a tangible link with the departed with a beautifully crafter memorial. When you are ready, we will do everything possible to produce a memorial of quality, beauty and affordability. We offer conventional tombstones, mausoleum design, and bronze memorials in many sizes and styles and we will be glad to assist you in designing one to fit your needs.

Heritage Hand Painted Portrait™

Local artist Carl Hess II will provide you with a cherishable life long memory of your loved one. Carl's realistic portraits will capture their loving characteristics while providing an elegant memorialization of them.

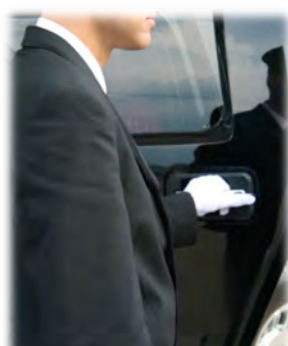
Each portrait will come matted and framed in an elegant gold leaf frame. Carl is able to colorize a black and white photo or remove color if you would rather have black and white.





Heritage Floral Design Services™

Our exclusive floral designer will work with you and your funeral director to achieve the desirable floral tribute fitting to the life being celebrated. Casket Sprays, Urn Arrangements, Standing Sprays, Sympathy Baskets, Hearts, and Wreaths are just a few choices that can be accommodated. If anyone has fresher flowers, they are still in the garden.



Heritage Tribute Service Offerings™

The opportunities are endless for our Heritage Tribute Service Offerings. Live Dove Releases, Bagpiper, Trumpeter and Limousine Service are just a few examples of what our professional staff can arrange. If you have any questions or requests, please do not hesitate to ask your funeral director. Our job is to make sure that a fitting tribute to your loved one is covered in every facet.



Heritage Memory Portraits Prints™

From any original photograph of your loved one or family, we can transform the original photograph into a canvas painted likeness on a frameable canvas for display use at the funeral or memorial service – and it is yours to keep following the service. The portrait can be sized from 16X20 up to 20X24.

Heritage Tribute™ Support Services For Every Family Whom We Have The Privilege To Serve

24 Hour Complete Funeral Service Provider



We provide staffing around the clock, 7 days per week, 52 weeks per year. A member of our dedicated staff will answer your telephone call regardless of the hour or whenever a need may arise. We respond to a family's needs at any time - day or night – with competent staff members and a complete fleet of professional vehicles.

Totally Personalized Care



Our staff is committed to totally personalized care. *Service* is what we charge for and is expected of us. *Care* is what we feel, what we give and what we do – because we have the passion of dedicated funeral professionals. Our staff will dedicate an average of 77 hours of labor to each funeral service we plan and direct. All services are conducted by a licensed funeral director and a highly professional staff.

Respectful and Professional Care Of Your Loved One At All Times



Your loved one will be extended the utmost respect and professional care at all times when entrusted into the care of our firm and crematory. The remains are transported at all times in a funeral coach by a courteous driver. The remains will be embalmed by one of our qualified, properly trained and educated professional embalmers **from our staff** and our crematory is supervised by a funeral director at all times and employs competent staff members as well. We will coordinate, or provide to you, with the barber or beautician as requested.

Complete Service Planning Coordination



We privately meet with each family to offer our complete professional guidance in planning the funeral service. We will record the necessary information for publishing the obituary both online and in the newspaper, contact the minister(s), musician(s), pallbearers and other participants as requested, coordinate the arrangements with your church, temple, synagogue or the facility of your choosing and coordinate the arrangements to open and close the grave or crypt.

Professional Preparation of State and Federal Documents



We record the necessary information to complete the certificate of death, deliver the certificate to the appropriate physician, ensure that the physician properly executes the certificate, file the certificate with the local health department and secure the state certified copies of the certificate. In addition, we file the necessary documents with the Social Security Administration and Department of Veterans Affairs (including but not limited to securing the burial flag, applying for the grave marker and death benefits.)

Professional Preparation of Insurance Claims and Other Benefits



The paperwork associated with insurance claims and death benefits can be very tedious and tiring. We will assist you with the proper completion and filing of insurance claims and other related benefits to help eliminate this burden from your list of tasks.

Skillfully Trained Staff



We provide the necessary staff to greet the visiting public and direct them to the appropriate area during visitation hours, coordination of parking at all service locations, arranging for the procession to the church and cemetery, directing of parking at the cemetery, and delivery of floral arrangements to the place of service and family residence. Also, we receive and arrange each individual floral arrangement with care.



Audiovisual Equipment and Musical Offerings

We are equipped with wide-screen televisions for your use during the visitation and service period if you choose to use them. We provide personalized background music during the visitation and one of our accomplished staff musicians are available to you at no charge for all services. Also, we are equipped with state of the art sound systems to accommodate most types of cd's and tape recorded music.

Concierge Services and Bereavement Travel Assistance

Assistance from our professional and caring staff when you need it most. We offer assistance with bereavement travel plans and have specially negotiated rates for airlines, hotels and rental car companies. Simply give us a call – we are here to help twenty-four hours a day in every facet of your bereavement process.

Exclusive Floral Design Services

Access to the services of our exclusive and highly experienced floral designer for any floral arrangements needed. The floral designer will work with you to achieve the desirable floral tribute fitting to the life being celebrated. If anyone has fresher flowers, they are still in the garden.

Customized Memorial Packages

We offer a vast selection of guest register books, memorial folders, prayer cards, thank-you acknowledgements and laminated keepsakes for you to choose from – personalized in any way. These items will keep memories alive and preserved forever. Also, we offer memory boards, tables, easels and stands for the family to display pictures and other memorabilia. If the service we are conducting is for a veteran, we furnish a complimentary set of military presentation flags placed by the casket or urn that reflect the individual's military service to our country.

Heritage DVD Memorial Scrapbook

Professionally produced DVD Memorial Scrapbook for the service honoring your loved one – for you to keep after the service.

HOPE Aftercare Program

Our service to you and your family does not end the day of the funeral service. You become a part of our family for life. Our "Helping Overcome and Provide Encouragement" Aftercare Program is our complimentary bereavement and family follow-up service to help you after the service. Our aftercare director will assist our funeral directors by delivering your certified certificate of death to you and will also be available to assist you in finishing any final matters that can sometimes be tedious following the death of a loved one. A member of our aftercare team also will communicate in the coming months and years to see how you are doing.

Heritage Keepsakes

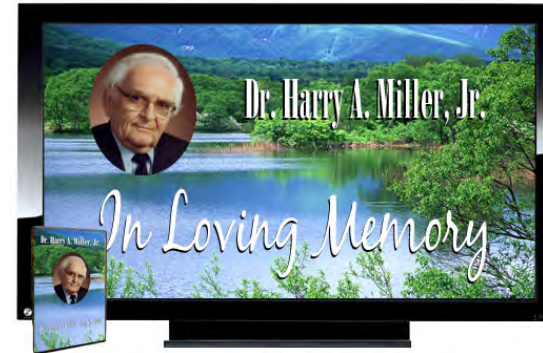
We offer a vast selection of keepsake items for you to choose from. Bookmarks, wooden flag cases, memorial candles, canvas portraits...just to name a few. Your funeral director will explain all of the choices available to you and assist you in your selection. Also, any of these items can be requested following the service.



Specialty Heritage Tributes™

Times have changed and as new family generations begin taking part in the planning of loved ones' funeral services, we listen and respond. Our staff of dedicated service professionals represents some of the most creative minds in the business and we will help you enhance your service selections with a variety of contemporary services and memorial offerings. Over the years, we have helped families celebrate life in some pretty magnificent ways.

Heritage Memorial DVD Tribute™



Throughout a person's life many memories are captured in photographs. It is our goal to help you tell your loved ones life story. From the information we gather when meeting with you to the Memorial DVD customization sheet you fill out, we want this tribute to be a representation of your loved one's story.

Custom background selections, music choice, case, and cover will all represent your loved one. Those that watch the Memorial DVD Scrapbook presentation will feel as though they shared in a part of your loved one's life.

Heritage Remembrance Candle™

Our Token of Remembrance Candle, is a keepsake that expresses your loved ones life. The customizable background can express your loved ones, life, loves, or hobbies and replaceable candle inserts allows your keepsake flame to never run out.



Heritage Veterans Family Tribute™



There are few moments more moving than the playing of *Taps* or *Amazing Grace*. We consider it a great privilege to honor those who have served our country. We can arrange for your loved one to be recognized with special military observances, including an honor guard, special musicians and rifle salute.

We have contacts with all branches of the military so the proper arrangements can be made easily and efficiently. **And as a token of our gratitude to any veteran who has honorably served our country, we will extend a \$300 credit toward any service performed by Rose Mortuary.**

Our Code of Good Practice

As funeral directors, our calling imposes upon us special responsibilities to those we serve and to the public at large. An important obligation is to provide information so that everyone can make knowledgeable decisions about funeral and cremation services.

In accepting our responsibilities, and as a condition of our affiliation with Selected Independent Funeral Homes, we affirm the following standards of good practice and hereby pledge:

- To provide the public with information about funeral and cremation services, including prices, functions and the responsibilities of funeral directors
- To make services available in as wide a range of price categories as necessary to meet the needs of all segments of our community, and to affirmatively extend to everyone the right to inspect and freely consider them all
- To quote conspicuously in writing the charge for every arrangement offered, and to clearly identify the services, facilities, equipment and merchandise included in such quotations
- To adhere to the highest standard of conduct in all aspects of business
- To afford an ongoing opportunity to all persons to discuss or arrange funerals in advance
- To ensure that pre-need contracts fully disclose those items which are guaranteed and those which are nonguaranteed, in terms that are clear and easy to understand
- To manage prepaid funds responsibly, ensuring that promises are honored and expectations are met, within the letter and spirit of the law
- To make no representation, written or oral, which may be false or misleading and to apply a standard of honesty in all dealings
- To furnish each family, at the time arrangements are made, with a written memorandum of charges and to make no additional charge without their approval
- To respect all faiths, creeds and customs, and to give full effect to the role of the clergy/celebrant
- To maintain qualified and competent staff, appropriate facilities and suitable equipment required for comprehensive funeral and cremation services
- To assure those we serve the right of personal choice in making service arrangements

We pledge to conduct ourselves at all times in a manner deserving of the public trust, and to provide a copy of this Code of Good Practice to the families we serve.



*"Show me the manner in which
a nation cares for its dead and
I will measure with
mathematical exactness the
tender mercies of its people,
their respect for the laws of the
land and their loyalty to high
ideals."*

Sir William Gladstone