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THE FORESIGHT COMPANIES, LLC

PRESS RELEASE

Foresight Names Jeff Harbeson as Director of Marketing

The guy known for The Funeral Commander Blog and Funeral Nation Web Show joins with Dan Isard's financial and management consulting company.

Phoenix, April 26, 2016: Today, Daniel M. Isard, president and founder of The Foresight Companies, North America's premier financial and management consulting firm serving owners of funeral homes and cemeteries, announced that he has hired Jeff Harbeson as Director of Marketing. Dan said, "We have conducted a nationwide search to identify the most qualified person to lead our company's marketing effort into the next generation of funeral home and cemetery owners and managers. I am happy to entrust that responsibility with Jeff Harbeson." Harbeson is a funeral home owner, business man and former Batesville representative who has marketed his companies under the social media labels of The Funeral Commander. He teams with Ryan Thogmartin to produce the internet video show known as Funeral Nation. "Jeff has demonstrated to us a drive as a business person, an industry leader and a force to lead our company into the future!" Isard added.

Jeff stated, "I am honored and blessed to be selected to work alongside The Foresight team. Dan Isard is the premier funeral industry consultant and as I have stated-he is wicked smart. Gleaning from his experience and knowledge is a

privilege.” Harbeson has many accomplishments including the creation of funeral homes from startup in the state of Virginia. Jeff attended College of the Albemarle, Elizabeth City State University and is a graduate of the North Carolina Military Academy. After serving 20 years in the North Carolina Army National Guard, Jeff retired at the rank of Captain. During his service, Jeff received numerous awards and citations including the Meritorious Service Ribbon. He is a Veteran of Operation Desert Storm. Jeff has used the same skills he employed for training at Officers Candidate School, for training many funeral home owners and managers. Jeff adds, “A vision is only a dream without execution.” He is moving out to Phoenix and his family will join him after his son’s high school graduation.

In addition to his video and written blogs Jeff has created At Need Credit, Funeral Pay Plan, and a formidable alliance with CareCap (Simple funeral Payment Plan) and the Fast Funding Group. This service helps funeral home and cemetery owners deal with their account receivables problems as well as provide options for consumer funeral loans. Foresight will promote these companies as a solution provider for their clients and others that are looking to reduce or eliminate accounts receivable issues.

Since its founding in the mid-1980s, Foresight has marketed itself throughout the death care professions via a mix of public speaking, seminars, publishing and pioneering webinars and video and audio blogs. “Jeff knows about marketing a professional firm to tomorrow’s consumer. I know about providing the finest level of service to our clients. This is an excellent match for me personally and added comfort for our clients,” Isard stated. Jeff added, “I am particularly excited to assist the Foresight team in providing the opportunity for funeral professional to take advantage of our premier services by elevating the company to a whole new level of market presence and reach by social media.” Jeff will be working alongside

Kevin Kruger, Director of Client Service, Diane DeClercq, Director of Accounting Services and Office Manager Catherine Belliveau.

Foresight provides financial and management consulting services including valuations, accounting, family transition, strategic planning, merger, acquisition, family follow-up surveys and helps secure financing. Our average client has a profit margin equal to 400% the national average due to solid understanding of operations, tax law, cash management and planning. Foresight has provided consulting services for over 4 decades to more than 2,500 funeral homes and 800 cemeteries throughout North America.

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For interview requests of Dan, Jeff or both please contact Catherine Belliveau at 602-274-6464.