



How EverArk helped Morgan Oaks launch their green burial cemetery



CHALLENGES

Morgan Oaks Eternal Preserve needed a technology solution that could streamline plot management, sales, burial services, and customer needs. After attending several conferences and investigating existing solutions, nothing that was current, affordable, easy to use, and feature rich was on the market. Morgan Oaks didn't want to manually manage records, including paper maps and sales contracts. Further, they wanted a software that provided insight, accountability, and collaboration to the sales process.

SOLUTIONS

- 1 - EverArk's 'Inventory Map View' and satellite overview allows staff to easily show plots to customers and interact with the gardens.
- 2 - EverArk's 'Sales Dashboard' shows staff the leads that are currently in the system and provides visibility to the entire pipeline and sales cycle.

RESULTS

The staff and sales team have an easy to use and engaging platform to manage their sales and administrative needs.



I like the Sales Tracking dashboard. It's a simple view to see where the staff's leads are in their pipeline.

- Stephanie Coker, Cemetery Sales Manager

About Morgan Oaks

Morgan Oaks Eternal Preserve is a 160-acre nature preserve in Lincoln, CA located in the foothills of Placer County. The property is a serene area for green burials to honor a loved one's memory. Morgan Oaks is one of the only all green burial grounds certified in California versus hybrid cemeteries – cemeteries with traditional burial and small sections for green burial. The green burial services include full-body interment, cremation remains burial, remains scattering and memorial trees to meet the needs of all those that are environmentally conscious. Our team has more than 20 years of experience in the field of land conservation and has partnered with experts in the green burial movement to deliver guidance and support to customers. 10% of all sales go into a land endowment trust to maintain and protect the property forever.

FULL STORY

Morgan Oaks Eternal Preserve is a 160-acre cemetery located in Lincoln, California. It provides green burial services and has been using EverArk software since its inception one year ago.

We spoke with their cemetery sales manager, Stephanie Coker, to discover how EverArk has helped Morgan Oaks have a successful first year.

Stephanie reflected on how she was hesitant to try EverArk because it had not yet been officially launched to the cemetery industry. She was mainly concerned about kinks in the software that would cause issues once Morgan Oaks started to get busy. However, Stephanie's fears were quickly dashed. She soon discovered that EverArk has very few flaws and has helped the cemetery acquire more customers with its streamlined workflow and easy navigation.

Stephanie and the team at Morgan Oaks were mainly concerned about EverArk's ability to help them track the inventory of their burial plots and manage sales leads

"It was a struggle viewing the cemetery inventory using only paper maps."

For decades paper maps have been a thorn in the side of cemeteries, but they are a thing of the past at Morgan Oaks because of EverArk's Interactive Inventory Maps. This convenient software function gives cemetery staff and customers a bird's eye view of the plots that are sold as well as the ones that

are still available.

The accuracy of the Inventory Map view, and the satellite imaging, allows them to display available plots to potential customers, which is helping Morgan Oaks close more sales. People appreciate being shown the layout of the gardens and surrounding landscape, so they can choose the special spot of earth that will eventually embrace them.

EverArk has made managing sales leads a simple task for the staff at Morgan Oaks.

"I love the Sales Tracking dashboard. It's a simple view to see where the staff's leads are in the pipeline," Stephanie stated.

The Morgan Oaks' staff never has to worry about leads falling through the cracks because of the Sales Tracking feature. It clearly displays leads that are fresh and aging, so the sales team can see exactly which leads need to be followed up on and when according to the corresponding notes.

Stephanie and the Morgan Oaks staff are very satisfied with EverArk and are honored they had the opportunity to be the beta customer for the software. The team feels it has helped put their cemetery on the fast track to success.

"It's user-friendly and non-tech savvy funeral professionals can learn [EverArk] quickly. It was easy to adopt and implement. It's been a great addition and allows us to focus on the customers and not administrative duties."



Easy software to manage plots, burials, and everlasting memorials.



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