

cleo

5 MIN READ

# Talking to your family about cremation.

Five minutes to prepare for the conversation — what to say, what they might ask, and how to leave the door open. From the people who walk families through this every day.

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IN THIS GUIDE

1. How to open the conversation
2. Why Cleo, in your own words
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# How to open the conversation

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Three ways to open the conversation, depending on your situation. Borrow the lines that feel right.

## I'M PLANNING FOR MYSELF

"I've been thinking about what I'd want when the time comes — and I'd rather you hear it from me."

"There's something I'd like to talk about. Nothing urgent. Can we sit down for a few minutes?"

"I made a decision about something I want you to know about, while we still have time to talk it through."

## I'M RESEARCHING FOR A PARENT

"Dad asked me to look into options. I'd like to walk you through what I found."

"I spent some time researching this. Can we sit down for ten minutes so I can share what I learned?"

"There are more options than I expected. One of them looks like a good fit — I want to hear what you think."

## I'M HELPING A PARENT DECIDE

"I'd like us to make a plan together. Nothing has to be decided today, but I'd like to start."

"I've been thinking about what makes sense for our family. I want to hear how each of you feels."

"I want to share where I've landed, and hear your honest reaction."

# Why Cleo, in your own words

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Three reasons to keep in your back pocket when you explain your choice.

**Transparent, fixed pricing — no surprises.**

\$1,900 in Quebec, \$2,500 in Ontario (before tax). Often net \$0 after the government death benefit.

**A licensed funeral home, run by real people.**

Licensed in Quebec and Ontario. 5.0 on Google. A care team you can reach any hour.

**Time and space to grieve — not paperwork to manage.**

Everything happens online or by phone. No funeral home visits, no decisions made under pressure.

# Common questions families ask

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**We've never heard of Cleo. How do we know we can trust them?**

Fair question. Cleo has helped hundreds of families and operates as a licensed funeral home in both Quebec and Ontario — held to the same provincial regulations as any traditional provider. The licence numbers and Google reviews are public. You can call to speak with the care team, ask anything, and walk away without committing. The legal and care standards are identical; what's different is the focus — only direct cremation, which is what keeps the price what it is.

**Isn't this too inexpensive to be done well?**

What the price covers is what's actually needed: a licensed funeral home, trained staff, transport, the cremation itself, and the paperwork. What it doesn't cover is showroom overhead, casket upsells, and a sales floor — costs traditional providers pass on, whether or not a family uses any of it.

**What about a proper goodbye or ceremony?**

Direct cremation is separate from the ceremony. Many families hold a gathering — at home, in a place that mattered, or whenever feels right. You get to choose the moment instead of having it dictated by a venue.

**What does our faith tradition say about cremation?**

Most major faith traditions today accept cremation, though some have specific guidance. We'd suggest a short conversation with your faith leader — many families find their tradition is more flexible than they expected.

**What if family members don't agree?**

It's normal. Most families don't agree on the first conversation. The point isn't to decide today — it's to start the conversation while there's still time to talk it through together.

**Where will we go to remember them, without a grave?**

Some families keep the ashes at home, scatter them in a place that meant something, or share them among family members. Others choose an urn niche or a memorial bench. The place can come later — what matters now is making a plan that lets you choose it together.

What if we change our minds later?

Pre-planning with Cleo doesn't lock anything in until the time comes. You can update the plan, change your mind, or pause anytime. Nothing is paid for until you decide it's right.

# After the conversation

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## IF THEY'RE NOT READY

### I'm planning for myself

That's okay — they heard you. Try: "I don't need a reaction today. I just wanted you to know." Then leave it for now, and come back to it in a week or two.

### I'm researching for a parent

That's okay — they may need time. Try: "Take some time with it. We can pick this up again when you're ready." Then step back; they have what they need.

### I'm helping a parent decide

That's okay — most families need more than one conversation. Try: "Let's pause here and come back to it next week." Suggest a specific time so it doesn't slip.

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## IF YOU REACH AN UNDERSTANDING

Pick a moment in the next week or two to revisit the details together — even just to read this guide as a family. You don't need every answer today. What matters is that nobody has to figure this out alone, later, when there's less time to talk.

# When you're ready, we're here.

Even if you just want to talk it through.

CALL US

# 438-817-1770

#### WHAT HAPPENS WHEN YOU CALL

- You'll speak with a person, not a salesperson.
- No paperwork until you decide.
- We can answer your family's questions on the same call.