

OUR VISION *To provide a best in class experience for Funeral Professionals and the families they serve.*

Founded

November, 2012

Headquarters

San Francisco/Bay Area

Software Platform

Cloud-based SaaS

Devices Supported

PC, Mac, iPads, tablets, smartphones

Financial Status

Privately-held

Passare was founded in 2012 and is headquartered in San Francisco, CA with administrative offices in Abilene, TX.

The company was established as a result of a study commissioned by a group of independent funeral homes who were concerned about consumer trends and the direction of the industry. Consumer trends are strongly moving toward online collaboration with businesses, while funeral homes generally have operated the same way for generations.

To address this gap between consumer trends and the traditional way of operation in the funeral industry, Passare developed a cloud-based (SaaS) application with three interconnected modules to help funeral homes improve operational efficiency and enhance communication and collaboration with family members. These modules are:

ONLINE CASE MANAGEMENT

Captures all the information needed by the funeral home to run their business, available anytime – on any device. The Arrangement Module provides a single data entry system for funeral homes, with on the fly reporting and easy printing of business-essential forms.

ONLINE FAMILY COLLABORATION

Provides the family with a convenient method of communication with one another and the funeral director. Allows families access to enter, review, and edit information regarding their loved one and their service preferences. All information that is gathered in the Collaboration Center is immediately reflected in the Arrangement Module.

ONLINE COMMUNITY CONNECTIONS

A public “Community Portal” that functions similar to a memorial site where friends can learn about the celebration, get directions, and leave messages for the family.