



Passare reveals new integration with IMObituary to help families share memorials instantly

ABILENE, TX – For immediate release

[Passare](#) is excited to launch a new integration with [IMObituary](#) to give funeral homes an easier way to connect families with their communities. IMObituary's mobile-first, preneed lead-generating platform makes it easy for families to share a mini-obituary directly from their phones through text messages and their phone's contacts. The link provides a comprehensive way to share funeral and service details captured in Passare, making it easier for everyone to receive accurate information, attend the service, and offer support.

"We wanted to make it easy for families to share details during a hard time," said Josh McQueen, VP of Marketing & Product at Passare. "This integration removes the burden of manual updates and helps funeral homes provide a simple way for communities to show up and offer support."

The integration automatically pulls decedent information and service details from Passare to create a mobile-optimized memorial page. These pages include [TheCardStore.co](#), IMObituary's new concept for creating and sending sympathy cards. Funeral homes receive a profit share from all card sales, creating a new revenue stream while providing the community with a simple and more personal way to send a physical card directly from their phones.

"We're honored to be available to funeral homes using Passare, giving them a new way to extend their care, connect with the wider community surrounding each family, and create meaningful opportunities for people to show their support," added Craig Reynolds, Founding Partner and COO of IMObituary.

To learn more about this integration, [read this article](#). To get a demo of Passare, [click here](#).

ABOUT PASSARE:

Passare is award-winning, [SOC 2 compliant](#) funeral home software with tools to help you manage your business and connect with families online. With access to cases 24/7, you can get more done. Plus, save time with dozens of integrations, get unprecedented visibility into your business with outstanding reporting, and enjoy the support you need to succeed every step of the way. Ready to see all that Passare has to offer? Get a demo at www.passare.com/request-a-demo.

ABOUT IMOBITUARY:

IMObituary is a revenue and preneed lead-generating platform that helps funeral homes extend their care and communication beyond the immediate family to the wider community. Designed for how people communicate today, IMObituary creates a mobile-first mini-obituary that makes it easy for families to share funeral details through a simple link, text, and on social media, while providing new opportunities for families and funeral homes to connect with their communities. Learn more at imobituary.com.