

Landmark Funeral Group Launches SHARE Employee Equity Initiative

Program reflects commitment to partnering with exceptional community funeral homes while fostering an ownership mindset among all employees

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-- As the nation prepares to recognize the contributions of working Americans this Labor Day, Landmark Funeral Group, a growing network of locally operated funeral homes, today launched SHARE, an employee equity initiative that gives all full-time employees the opportunity to participate in the company's long-term financial success.



Every day, dedicated professionals at funeral homes in Ohio, Pennsylvania and West Virginia earn the trust of families during one of life's most difficult moments. Whether caring directly for families and their loved ones, preparing services behind the scenes or supporting operations, they help preserve the trust, reputation and community relationships that define their funeral homes.

“

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*Seb D'Appolonia, President
and CEO, Landmark Funeral
Group*

For generations, Landmark Funeral Group's partner funeral homes have been led by local owners deeply invested in serving their communities. The SHARE program extends that same ownership philosophy to their employees, giving them the opportunity to participate

directly in the long-term success they help create.

Developed through Landmark Funeral Group's partnership with [Brenton Point Capital Partners](#), a founding partner of [Private Equity for Greater Good](#) (PE4GG), the SHARE program recognizes that the people who strengthen businesses every day should be appreciated, recognized and

rewarded.

"Families place extraordinary trust in our funeral professionals, and every member of our team plays a role in earning that trust every day," said Seb D'Appolonia, President and CEO, Landmark Funeral Group. "The SHARE program recognizes those contributions by extending our ownership philosophy to our full-time employees while reinforcing the culture of local service and stewardship that define our partner funeral homes."

The SHARE program complements Landmark Funeral Group's existing compensation, benefits and executive incentive programs. Eligible employees are automatically enrolled and are not required to make a financial contribution or take any action to participate. The equity sharing program will become a standard component of future funeral homes joining the company's network.

Tim Hall, founder and Managing Partner at Brenton Point Capital Partners, added, "Landmark has built an organization where local leadership, professionalism and long-term thinking are fundamental to serving families and supporting communities. The SHARE program builds on that foundation by giving more employees the opportunity to participate in the company's long-term success."

About Landmark Funeral Group

Landmark works alongside dedicated funeral professionals who share a commitment to compassionate care, operational excellence and preserving the legacy of community funeral homes. With advanced technology integrations, strategic resources, and thoughtful investment, Landmark helps independent funeral homes grow and thrive while enabling local teams to continue serving families with the care and trust that define the profession. Learn more at www.landmarkfuneralgroup.com.

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