

# Monument Buyers' Guide

## 5 Essential Factors in Selecting the Perfect Memorial

### Selection



There are hundreds of colors of stone, memorial designs and customization options. The internet is a great place to get familiar with *some* of what's available. For more ideas and inspiration, visit one of our convenient store locations to see a complete selection of colors, designs and styles.

### Craftsmanship



Selecting, designing and carving natural stone is complex. It can't be done well by anyone whose primary business is something other than monuments. Maybe this is why few places that sell headstones actually make them. At City Monument, we will make your memorial at our production facility and closely monitor each step of the process. Additionally, our talented monument designers will assist you with creating a memorial that uniquely honors your loved one. Our commitment to creating a monument that will have special meaning to your family is so strong that we offer our *design services free of charge* to everyone we serve.

### Price



The price of a gravestone is primarily determined by the granite color, overall size and the textures used. Just like gemstones, granites are graded based on important criteria such as durability, color consistency and *grain structure*. *Premium materials* may cost a bit more but are well worth it for such a permanent purchase. Our buying power and *factory direct pricing* ensure you will receive a premium product for about the same price as others charge for lower quality materials.

### Guarantee



Be sure you understand what guarantees are provided by any company you consider. It all comes down to whether that company will stand behind their product in the event there is a problem. Our commitment to our customers is on our website and printed on every contract. If you're not happy, we'll make it right. *No one else guarantees the same*. We know this is an emotional purchase and we know you want it to be perfect. We do too.

### Reputation



Repeat customers are our #1 source of business. Here are just some of the reasons why our customers are so loyal. We have designed and produced headstones for 60 years. We also purchase all our own granite and carve our memorials right here in our own shop to deliver the highest quality product possible. A member of the Lafresnaye family is here every day to ensure your memorial is carved with quality and care.

**City Monument Company...the Right Choice!**

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