



Your
MONUMENT
GUIDE



ABOUT US

Our Crystal City Sales Office



Losing a loved one is one of the most difficult experiences we must face in our lifetime. Choosing a memorial that properly reflects a life well lived can be a daunting, if not overwhelming task. Fulfilling that responsibility though, can also bring comfort, knowing there is a beautiful tribute in place that can be visited by family and friends for generations to come.

Rose Lawn Monuments offers a wide range of memorials that will create wonderful and dignified final remembrances. Whether it is granite or bronze, traditional or custom, simple or complex, classy and elegant or wildly unique, we are committed to creating a memorial that best commemorates your loved one within your desired budget.

We are also aware that you probably have little experience purchasing a memorial. So, we gladly invest the time necessary to educate you on the products as well as the process. Our consultations are always free.

We are committed to timeliness, attention to detail and delivering an exceptional, respectful, and compassionate customer experience. We will never rush or pressure your decision making. Instead, we urge you to shop around, compare prices, and get comfortable with the company with whom you may ultimately choose to conduct business. Our clients and their families are generally our friends and neighbors in the community. We never lose sight of that.

We cordially invite you to stop by our office during regular business hours. Or, if you prefer, we can arrange an after-hours appointment.

Thank you for considering Rose Lawn Monuments.

WHAT OUR CUSTOMERS SAY

Steve and Bobette Lalumondier

"We decided to include a monument as part of our pre-planning. Rose Lawn Monuments, Scott Gray in particular, was excellent in guiding us through the entire process. We thought of Scott as our advocate and not a salesperson. We received the beautiful stone we envisioned and saved thousands of dollars (literally) by using Rose Lawn Monuments."

-- **Rose Lawn Memorial Gardens**

Nedra D. Queen

"I have one of the most beautiful monuments in the area called 'The Book of Life.' If you too are in need of a beautiful monument with an honest and reliable company helping you, then you need to call Rose Lawn Monuments in Crystal City, Missouri. It is one of the best phone calls I ever made."

-- **Leadwood City Cemetery**

Laura Johns

"During the most difficult time in my life, Rose Lawn Monuments was caring and listened to my needs while creating my final tribute to honor my son. The result was beyond my expectations."

-- **Shepherd Hills Cemetery**

James Morrison

"We couldn't have been more pleased with Rose Lawn Monuments. We recommend them to everyone. There was never any pressure, and Rose Lawn Monuments treated us like one of the family." -- **Rose Lawn Memorial Gardens**

Denise Kaesberg

"If you are looking for a monument company that is compassionate and understanding during the process of selecting a monument for a loved one, then Rose Lawn Monuments is the one you want. Their service is second to none! Our monument was beautiful and the price we received was half of what we were quoted elsewhere. We couldn't be happier and HIGHLY recommend Rose Lawn Monuments!" -- **St. Marcus Cemetery**

Jeannie Ellis

"I highly recommend Rose Lawn Monuments to everyone. I cannot thank Scott Gray & Bernard Laiben enough for all their help when we lost our Dad. They helped me through every step, no pressure at all, just their expertise, knowledge (& Bernard helped with the VA paperwork) & always very friendly. Dad's Service marker is beautiful; Dad served 2 tours in the Army. He is loved & missed beyond words. Thank you Scott & Bernard!" -- **Rose Lawn Memorial Gardens**

Kimberly Lewis

"I feel 'Thank You' is not adequate to say how much I appreciate the professionalism and kindness shown by the staff at Rose Lawn Monuments when choosing a monument for my aunt. I have never had to pick out a headstone before and really had no idea where to start. I spoke with Bernard Laiben and immediately felt at ease, and a huge weight lifted. Thank you so much for making a difficult time easier to get through." -- **Woodlawn Cemetery**

Did You Know?

Much of the world's grey granite is quarried in Elberton, Georgia, a city almost identical in population to Crystal City. The Elberton granite deposit is a mass of granite approximately 35 miles long, six miles wide and estimated two to three miles deep. The total amount of granite in the Elberton area is approximately six million tons. That amount of granite would fill the Rose Bowl nearly two million times.

BUY WITH CONFIDENCE

When purchasing a monument or marker, price, service, and professionalism can vary **significantly** among monument retailers. Your diligence can save you hundreds or thousands of dollars.

Here are some industry practices to be wary of:

High Pressure Sales Tactics

Many monument dealers believe that once you leave their office, you will never be back. They commonly employ commissioned salespeople whose primary goal is to over sell and make the sale (THAT DAY!). They rely on you making hasty decisions while in mourning, and it is to their advantage if you do not shop around. Our goal is to educate our customers, so they are able to make responsible, unhurried decisions.

Coupon Offerings

Coupons are a tool used to lure customers in. It is important to keep in mind that they are meaningless if the product is highly inflated to begin with. Always "do the math" and compare the FINAL price. We are happy to provide a free quote to assist you with a comparison.

Questionable Fees

Some monument retailers inflate or create fees to pad their quotes/contracts. These are often in the form of add-ons, typically cemetery fees. It is always best to check beforehand with the cemetery for fees related to monument installations.

Online Purchases

When buying online, customer service can be states or even continents away. While it is typically available in the purchasing phase, it becomes nonexistent if there is a problem afterwards. Online retailers cannot address who is going to receive their shipment or install the product. Most will NOT provide these services and if you find one that does, your expected savings will disappear.

Always use a local, trusted professional to handle your purchase from design conception to final installation. The Rose Lawn family is here to assist you through every step of the process. We are happy to answer questions, and our goal is to ensure that you are confident in your purchase.

Did You Know?

There is NO retail sales tax due on monuments or markers installed upon a foundation as they are considered an improvement of real property. This citing is based on a private letter ruling issued by the State of Missouri in 2019.

PRE-NEED PLANNING. THE ULTIMATE ACT OF LOVE.



Should I Consider a Pre-Need Monument?

Grieving the loss of a loved one is an incredibly emotional and difficult time for a family. A number of difficult decisions need to be made. Pre-planning can provide much needed relief from the emotional and financial burdens that can accompany these decisions, otherwise made under duress. The purchase of a memorial headstone should also be included with prudent pre-planning. Selecting and purchasing your own headstone in advance is one of the most loving, final gifts you can give your family.

Here are some of the reasons why:

Tell Your Own Story

Your monument will likely be the longest surviving physical memory of your life. In future generations, long after any living person remembers you, your stone will still be there telling your story. Who do you want telling that story? No one can express your story and tell it the way you can. Purchasing your headstone in advance ensures that it is properly told.

Relieve Financial Burden on Loved Ones

The loss of a loved one can create an immense financial burden on your family. Adding the cost of a monument to that burden can be completely overwhelming. By purchasing your monument in advance, you will ensure that you aren't passing that burden on to them. Also, by choosing the amount you wish to spend and by locking in that expense up front, you avoid price inflation and eliminate emotional overspending.

Decision Making Made Easier

Have you ever tried to make rational decisions in moments of intense duress? If so, you can imagine the difficulty your loved ones might have choosing a memorial in the midst of their grieving process. Our clients often refer to the "peace of mind" that comes with eliminating these emotional decisions. By planning ahead, you can involve all of your loved ones in the process of designing your stone in a much less emotionally charged environment.

Allows Time to Shop Around

There are many decisions to be made when purchasing a memorial to represent a life lived. Selecting a monument is a process that shouldn't be rushed or clouded by emotion. By planning ahead, you allow yourself and your family the opportunity to shop around, compare pricing and determine which company can best guide you through the process.

What if I Don't Want to See my Name on a Headstone Ahead of Time?

This is actually a very common concern. Many folks understand all of the aforementioned benefits of purchasing a headstone before they need it but just can't imagine seeing their own name or birthdate out in the cemetery. No worries if this is you. There is a solution! Your monument can be created and installed without the unwanted information (names, dates, or both). When the time comes, we can coordinate the final lettering needed.

Please note: there will be an extra charge to letter the final dates and names as we do not generally accept prepayment for future work.

OUR BEAUTIFUL MONUMENTS



Double Heart with Angel
Laser Etching
Jet Black
Shepherd Hills



Upright
Fluted Columns
Cat's Eye
Rose Lawn



Chamfered Upright
Bahama Blue
Rose Lawn



Upright
Custom Hand Etching
Jet Black
Rose Lawn

We provide stones for all cemeteries throughout East-Central Missouri.



Slant
Jet Black
Sacred Heart



Commemorative Monument
Roof Top
Jet Black
Jefferson County Admin Bldg



Double Heart
Jet Black
Rose Lawn



Double Heart
Mountain Rose
Shepherd Hills

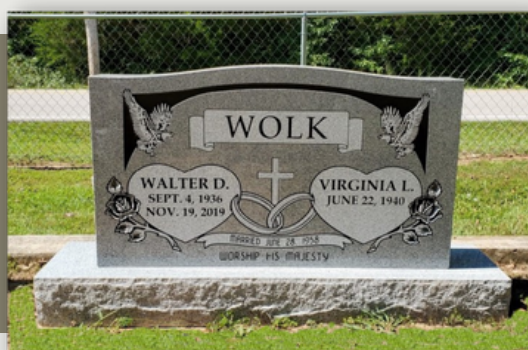
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FREE CONSULTATIONS

roselawmonuments.com



Upright
American Black
Arcadia Valley



Upright
Grey
Hematite Methodist



Bronze Marker
Missouri Red Granite Backer
Rose Lawn



Markers
Over 20 granite colors available



We can help you create the perfect monument to fit your budget.



Upright
Jet Black
Woodlawn



Single Heart
India Red
Immaculate Conception



Upright
Laser Etching
Jet Black
St. John's



Upright
India Red
Shepherd Hills

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View additional monument options by visiting our website.

CARE, COMFORT AND GUIDANCE

roselawnmonuments.com



Upright
Dakota Mahogany
St. Mary's Orthodox



Half Serpentine Upright
Laser Etching
Jet Black
Shepherd Hills



Teardrop with Bench
Laser Etching
Jet Black/Grey
Shepherd Hills

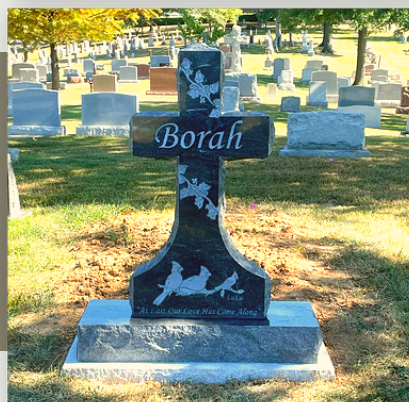


Plinth
Grey
Rose Lawn

Enjoy peace of mind knowing that you selected the right monument.



Teardrop
Jet Black
Herculaneum City



Cross
American Black
Immaculate Conception



Book of Life
Jet Black
Leadwood City

Did You Know?

The size, cut and color of granite will impact the price and turnaround time for delivery of your monument. Grey granite is typically the most economical choice with the quickest turnaround time.



CONTACT US

Rose Lawn Monuments
1017 N Truman Blvd, Crystal City, Missouri 63019
(636) 937-8626

Bernard Laiben, Monument Consultant

www.roselawnmonuments.com

HOURS

Monday-Friday: 8:00am – 5:00pm

Saturday 8:00am – noon

Or By Appointment



PROUDLY SERVING EAST-CENTRAL MISSOURI

