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**FOR IMMEDIATE RELEASE**

## **Foundation Partners Group Launches Monarch Trade Services to Remove Barriers for Independent Funeral Homes**

*Affordable, Professional Cremation & Preparation Services Now Available in 10 States*

**ORLANDO, Fla.** (February 23, 2026) – Foundation Partners Group, the nation's second largest provider of funeral services, today announced the nationwide launch of Monarch Trade Services, expanding the scope of its care centers to offer professional, dependable and affordable embalming, cremation and logistics services to funeral home partners at 24 locations in [ten states](#).



“The time, effort and financial investment required to open a crematory have created a barrier that many independent funeral home owners simply cannot overcome,” said Alex Kelley-Matthews, Foundation Partners’ senior vice president of crematory operations and a fifth-generation funeral director. “Today’s environmental, zoning and licensing regulations make operating a crematory even more challenging. By offering competitive pricing at our licensed facilities, we strive to make cremation services more accessible. This approach enables funeral professionals, institutions and government agencies in our markets to confidently support families who choose cremation. We are committed to helping meet the rising demand for cremation in the communities we serve.

“The launch of [MonarchTradeServices.com](#) creates a unified national online presence for our care center services, supported by a single, toll-free number serving all locations,” Kelley-Matthews said. “Staffed by industry professionals, Monarch is dedicated to operational excellence, compassionate care and dependable professional support.”

Monarch services include:

- Comprehensive cremation services, including private viewings and options for witnessed cremations.
- Large-capacity, climate-controlled secure decedent storage.
- Expert decedent preparation services, including embalming, sanitary care, casketing, dressing and cosmetic application, performed by highly skilled embalmers in state-of-the-art, licensed facilities.

- Secure, dependable transportation services delivered with compassion and flexible scheduling.

Monarch's comprehensive suite of services is designed to streamline funeral home processes and enhance their ability to serve families at their time of need. Monarch cremation centers are located in Arizona, California, Colorado, Florida, Maryland, Minnesota, Nevada, New Mexico, Oregon and Washington State. Funeral homes interested in a no-commitment contract consultation can reach out online, via email to [Robert.Archbold@foundationpartners.com](mailto:Robert.Archbold@foundationpartners.com) or by phone at 888-391-5969.

"We put family first, embodying a compassionate and caring approach to serving our partners and their families during challenging times. Each member of our team brings unique skills and perspectives, but we are united by a common goal: to provide exceptional service with integrity, professionalism and empathy," added Kelley-Matthews.

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**About Foundation Partners Group**

*Orlando, Florida-based Foundation Partners Group is one of the industry's most innovative providers of funeral services and the second-largest funeral home group in the country based on the number of families served. Foundation Partners owns and operates a network of over 230 funeral homes, cremation centers and cemeteries across 21 states. Our deep understanding of technology and customer experience-centered approach allows us to deliver truly innovative and compassionate care to the families we serve. Visit [www.foundationpartners.com](http://www.foundationpartners.com) to learn more.*