FORESIGHT

CASE STUDY

Legacy Secured:

THE 30-YEAR PELLERIN-FORESIGHT PARTNERSHIP

OVERVIEW

This case study follows Pellerin Funeral Homes from its 1921 founding to its 2022 sale, highlighting a 30-year partnership with Foresight that helped the family navigate change, streamline operations, and plan a successful succession.

Legacy Secured: The 30-Year Pellerin-Foresight Partnership

A BUSINESS EVOLVES

Founded in 1921 by Harris J. Pellerin, the business grew from humble beginnings in Breaux Bridge, Louisiana, offering undertaking, embalming, and ambulance services. In 1962, Harris's son, Ray Pellerin, took over leadership in his 20s after enrolling in mortuary school. Under Ray's direction, Pellerin Funeral Homes expanded to Henderson, St. Martinville, and Arnaudville, becoming a regional leader in funeral service.

A PARTNERSHIP BEGINS

In the 1980s, Ray Pellerin attended a presentation by Dan Isard of Foresight at a National Funeral Directors Association convention. That meeting sparked a consulting relationship that would last three decades, guiding the business through growth, innovation, and, ultimately, succession planning.

THREE DECADES OF TRUST AND GROWTH

Ray began working closely with Isard to address operational challenges and streamline business practices. Over time, this trusted relationship helped Ray shift focus from day-to-day operations to long-term succession. His sons, Gene and Frank, joined the firm after college and mortuary school. Gene managed the funeral homes, while Frank led the insurance division. Foresight provided ongoing support through expansions, economic downturns, staff management, and even navigating the COVID-19 pandemic.

Chris Cruger, currently CEO of Foresight, later became instrumental in the partnership, helping the Pellerins modernize their pricing strategies, financial practices, and growth planning. Cruger's straightforward, data-driven approach helped the family run their business like a business, without losing the personal, community-focused values they were known for.

SEIZING THE MOMENT

After buying out their non-active shareholders, Gene and Frank began considering a sale, initially planning for a 5- to 10-year horizon. However, during a 2022 review with Cruger, he advised that the market conditions were right to sell immediately. Trusting his insight, they acted. Within days, buyers were identified. Within weeks, they closed.

On April 26, 2022, Pellerin Funeral Homes was sold to The Legacy Funeral Group, led by Michael Soper, a respected leader within their profession and longtime acquaintance of the Pellerins. Soper emphasized the cultural alignment, strong reputation, and business health as key factors that made the acquisition a perfect fit.

RESOLUTION AND ENDURING IMPACT

The Pellerins prioritized employee well-being and chose a buyer who aligned with their values, ensuring continuity for the communities they served. Their advice: engage a trusted consultant early, prepare proactively, and stay accountable. With Foresight's guidance, they exited on their terms, confident, proud, and ready for a brighter future.