



Company Overview

Company

Priceless Legacy is a custom publishing company dedicated to helping people preserve their life stories and lessons. The company serves its client base throughout the US and Canada with a growing force of Legacy Consultants (“LCs”). These LCs are supported by a centralized business, technology and creative infrastructure at the company headquarters in Dallas, Texas. The result of this union of “passion” and “process” is the creation of high quality life story preservation products at affordable prices that will be cherished for generations to come. Life Story preservation has always been important. Now it is also easy and affordable.

Mission

To help people preserve and celebrate their life legacies for the benefit of this and future generations.

Need

Every minute, four to five Americans die.¹ The vast majority of these depart this Earth without having taken any steps to preserve their life stories. This is a tragedy of epic proportion. Individuals are robbed of an opportunity to reflect on their lives and share lessons learned. Families are denied the opportunity to honor their senior loved ones and to say a profound and heartfelt thank you for gifts of life and leadership. Finally, communities are poorer for not having taken stock of the wisdom and perspective, the precious “human capital” of its most experienced citizens.

The most common obstacles to the completion of personal history projects are procrastination, perfectionism and price. The human tendency to procrastinate has always depleted our productivity, but towards the end of life it is particularly insidious. Despite the good intention of subjects and their adult children, we all too often put off what seems to be a deferrable exercise. Then, one day, friends and family are gathered and the most often heard wish will be “we should have taken the time to preserve his or her stories.”

¹ <http://www.itsmylife.com/statistics.asp>



Perfectionism is related to procrastination and often serves as its ally. By convincing ourselves that either we need to make the life story a magnum opus of literary merit or that our lives are simple too pedestrian for preservation, seniors often talk themselves out of the engagement with the need.

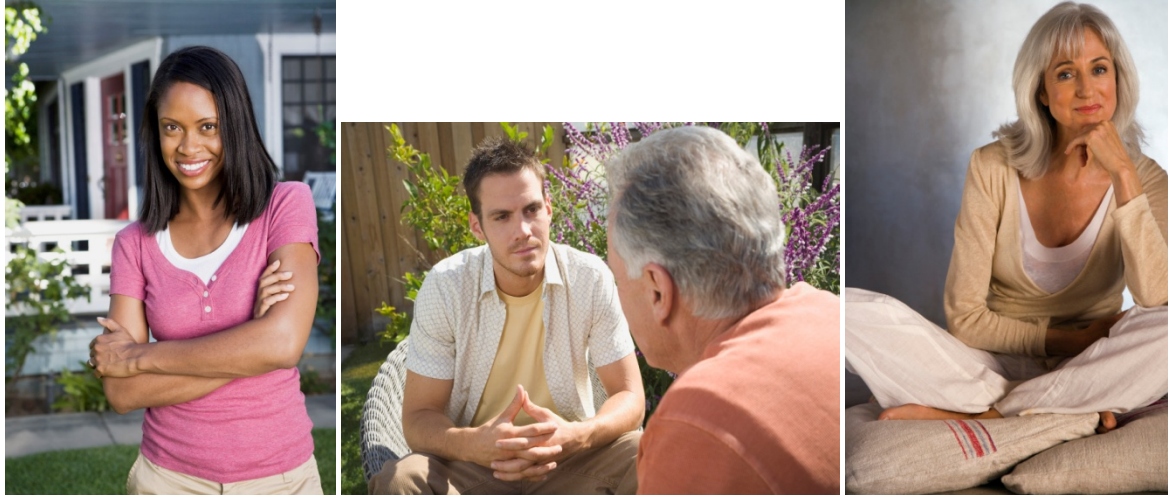
Finally, price is a barrier to many families as the costs for a professional personal historian can often rise to \$10,000 for a print work and \$15,000 to \$25,000 for video.

Concept

The Priceless Legacy Company exists to combat these three villains of procrastination, perfectionism and price. It does so by combining the local presence, passionate humanism and vitality of a national force of part-time Legacy Consultants with the structured and centralized management of technology and process at the central company. The ultimate vision is to have a tens of thousands strong force of LCs advocating the need for life story preservation in local communities and then serving that need commercially, all the while supported by the company.

Legacy Consultants

Legacy Consultants are a highly diverse group. Some are stay-at-home parents and others hold day jobs. Some work with older people professionally others have enjoyed less exposure to that market. All, however, share a passion for the mission and a desire to improve themselves and their finances by doing service of a deeply satisfying nature. The company calls this mission, money and meaning. The company is pleased to make media introductions to local Legacy Consultants as required and appropriate.



Priceless Legacy is a direct selling company. This means that its Legacy Consultants are independent business people who earn commissions primarily through the sale and service of product but that they may also profit from building teams of like-minded people. Especially in trying economic times, this sort of opportunity to earn additional income is welcome and needed.

Market

The market for Priceless Legacy's products and services is vast and growing. With 55 million seniors in the United States alone and few companies of any size or scale in the industry, the business opportunity is very robust.

The company sees its primary market at the adult children of today's seniors. These Baby Boomers (and some Gen Xers) intuitively understand the importance of life story preservation but seek assistance in completing the project(s). The company has found that many clients have already suffered the loss of one parent and have resolved to not make the mistake of procrastinating life story preservation until it is too late again. The secondary market is selling to older people themselves directly.

The company has just launched an Association Partnership Program whereby qualified non-profits and charities can qualify for "Donation Royalties" on sales of PLC products into their communities. This is popular with churches and other community groups who share the company's commitment to life story preservation.

A final market that the company has identified is development (fundraising) offices of schools, universities and other non-profits. These organizations seek ways to honor and acknowledge donors and other prominent people and the creation of a Life Story is often the perfect way.

Products

The flagship product of the Priceless Legacy Company is the Life Story Package.

The Life Story Package a customized multi-media memories experience. Via the printed word, digital photos and audio recording of the actual interview, each Life Story comes together as each unique set of experiences and memories are captured. Legacy Consultants direct these efforts and utilize a proprietary database to customize the process for each person.

The Basic LifeStory Package includes the following:

- Beautiful, full color hardbound [Life Story Book](#) (80-125 pages)
 - Choose from an array of book templates customized to fit Client preference.
- DVD of all photographs (up to 100) in a [slideshow](#) format
 - Utilize as a digital snapshot of the special life photos and a fun way to display those precious moments in a slideshow.
- CD audio recording of the [actual interview](#)
 - Hear the actual interview with your loved one — a unique keepsake in its own right.



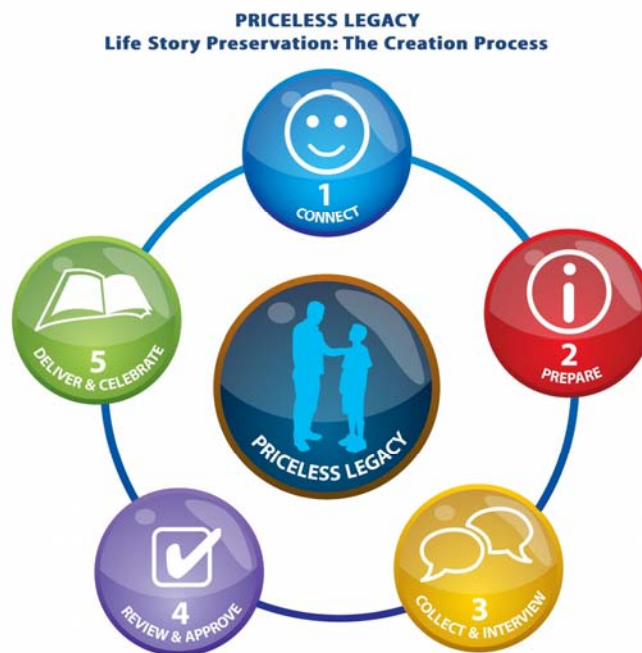
The items are packaged together in a rich, customized keepsake box for a very special presentation. Priced at \$1299, the Life Story Package offers an investment for the future with unlimited return potential.

For couples, Priceless Legacy also offers a Couples Package Life Story. This product includes two 2 hour interviews and up to 150 images for a Life Story Package that will honor and celebrate two lives that have been spent together. The Couples Package Life Story retails for \$1899.

Extra hardbound and soft cover book copies are available and instantly become a true family heirloom for all current family members. They also make a very special gift to pass down for those future generations.

The Life Story Creation Process

The company is able to optimize both price and quality because it has developed a proprietary process for the customization and creation of each Life Story Package.



This process standardizes the steps taken and empowers the Legacy Consultants in the field (who may lack journalism, technology or graphic arts skills) to function effectively and confidently. The process makes heavy use of the Internet for communication and content transfer. It also utilizes a proprietary database of interview questions and other important software.

Headquarters & Locations

The company's headquarters is:

15305 Dallas Parkway

Suite 1000

Dallas, Texas 75001

Tel. 866.320.9390

Fax: 214.260.7173

info@pricelesslegacy.com

www.pricelesslegacy.com

In addition, the company supports Legacy Consultants in twelve US states and one Canadian province. With the number of LCs growing at better than 30-40% per month, those numbers are expected to grow.

Founder

Peter A. Gudmundsson, 45, is the Founder and Chief Executive Officer of the Priceless Legacy Company. His passion for life story preservation is fueled in part by his sense of regret in not having preserved the story of his own father, Ivar Gudmundsson, an Icelandic journalist turned diplomat. Long fascinated by the individual stories of regular people, Peter noticed that demographics and technology are converging in a way that makes Priceless Legacy both possible and necessary. The first Life Story completed by Priceless Legacy was that of his mother, Barbara, entitled [Waskada to the World](#).

Peter's career has focused on leadership for a broad variety of media companies. Before starting Priceless Legacy, Peter served as CEO of Beckett Media LP, Design Guide Publishing Ltd. and Jobs.com. He was also President of Primedia Workplace Learning and Vice President of Development (mergers & acquisitions) for its parent company Primedia Inc. A former US Marine Field Artillery Officer, Peter is a graduate of Harvard Business School and Brown University, where he majored in history. He is married with four children and is an active youth sports coach and Scoutmaster. He serves on the Boards of the [Hockaday School](#) and the [US. Naval Institute](#).



Management & Contact

Management consists of:

Peter A. Gudmundsson, Founder & CEO, pgud@pricelesslegacy.com, 214.272.2363

Bruce Cramer, Chief Operating Officer, bcramer@pricelesslegacy.com, 214.272.2381

Omar Mediano, Creative Director, omediano@pricelesslegacy.com, 214.272.2377

Mary Kerr, Operations Manager, mkerr@pricelesslegacy.com, 214.272.2376

[Biographies](#) are available on the company website.

Social Media

The company maintains a [Facebook](#) Group and an active [blog](#).

Ownership

The company is privately held.

Affiliations

[Association of Personal Historians](#)

[National Association of Professional Organizers](#)

[Direct Selling Association](#) (full membership pending)

Industries Interested or Associated with Life Story Preservation

Custom publishing

Elder care (including senior housing and life change counseling)

Trusts & Estates law and financial planning

Genealogy and Family History

Faith Communities

Professional Organizing

Photography

Scrapbooking (physical and digital)

Direct Selling

Alzheimer's and other dementia therapies

Financial Services – Elder focused

Journalists' Special Offer

For a limited time and subject to the company's sole discretion, the company will arrange for qualified journalists to obtain a Life Story Package for one of their loved ones at an extremely discounted price. This is for the purposes of the journalist's evaluation and thoughtful exposition on the experience. Please contact [Peter Gudmundsson](mailto:peter.gudmundsson@pricelesslegacy.com) for details. This experimental program is designed to help the company distribute its message and is not intended to be an affront to journalistic ethics.

