

INHERITANCE SOLUTIONS

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The Premier Financial &
Estate Planning Firm of the
Funeral Home Industry





A look into a company formed over multiple generations, servicing thousands, if not tens of thousands of families spanning over 158 years.

A Family Forged by Service

The Bradford-O'Keefe family history began with Edward "Ned" O'Keefe, an Irish immigrant who founded a livery business and boarding house in Ocean Springs, Mississippi in 1859 after escaping the Irish Potato Famine. This business laid the groundwork for what would become O'Keefe Funeral Services by 1892. As the business was passed down through generations, each contributed uniquely. This culminated in a significant expansion when Ned's grandson, Jeremiah O'Keefe, merged with Bradford Funeral Home Company, renaming it Bradford-O'Keefe Funeral Homes and solidifying its reputation across the Mississippi Gulf Coast.

Under the leadership of Jeffrey O'Keefe, Sr., Bradford-O'Keefe Funeral Home has grown to become the largest family-owned funeral service on the Gulf Coast, overseeing six funeral homes, three cemeteries, and pioneering Mississippi's first crematory. Since joining the family business in 1973, Jeffrey Sr. has transformed the company, establishing a significant presence from Ocean Springs to Bay St. Louis. His strategic initiatives not only introduced the state's first crematory but also cemented the company's reputation for excellence. Today, his son, Jeffrey O'Keefe, Jr., contributes as President, furthering the family's legacy into its sixth generation and ensuring continued success in the industry.

Political and Civic Engagement

The O'Keefe family not only expanded their business but also embedded themselves deeply into the civic life of their community. Jerry O'Keefe, pictured above, was one of the youngest Americans at age 21 to become an ace fighter pilot during World War II for shooting down seven enemy planes, later became the Mayor of Biloxi and was eventually presented the U.S. Congressional Gold Medal and a key to the city of Biloxi during a celebration of the 150th anniversary of Bradford-O'Keefe Funeral Homes. This blend of business acumen and civic duty defined the O'Keefe family's approach to serving their community, setting a precedent for the generations that followed.

A Legal Battle That Echoed Across the Industry

The legacy of the O'Keefe family was dramatically highlighted in the late 20th century when they faced a considerable challenge from the Loewen Group, a multinational conglomerate. The legal battle began when the Loewen Group breached a contractual agreement with Bradford-O'Keefe, leading to a lawsuit that culminated in a \$500 million jury award for the O'Keefes. This landmark case, chronicled in Jonathan Harr's New Yorker article and later dramatized in the film "The Burial," underscored the family's resilience and commitment to ethical business practices.



Justin B. O'Keefe. Visionary. Pioneer. Industry Leader. Carrying the Torch Forward



Nationwide Expansion and Innovation

In the late 20th century, Justin B. O'Keefe, CLU, ChFC, CAP, LFD emerged as a pivotal figure in the family's narrative. With over 40 years of experience in the funeral home and financial planning industries, Justin has not only sustained the legacy of his forebears but has also expanded the family's business to new heights. His leadership has seen Bradford-O'Keefe grow from a local service provider to a nationally recognized name in the funeral home industry.

Justin's vision extended beyond the traditional scope of the funeral service industry. Recognizing the potential for national growth, he embarked on expanding across the United States. This expansion was not just geographical but also involved broadening the scope of services offered, thereby creating a nationwide comprehensive service provider for all the various stages of life.

His innovative approach included the founding of Inheritance Solutions, a patent pending pioneering initiative designed to collaborate with other funeral homes, preneed providers, aftercare services, among many others. Inheritance Solutions aimed to provide holistic support to families during their times of need, ensuring that the company's services were both accessible and adaptable.

A Legacy Redefined

As Justin O'Keefe continues to lead the company into new territories and service areas, his efforts reflect a modern interpretation of the family's enduring motto: "Service Before Self." Under his guidance, Justin has not only maintained the foundational values of Bradford-O'Keefe but has innovatively expanded them, bringing the family business to the forefront of the national stage.

Justin's leadership is complemented by his sons, Jules and Miles O'Keefe, who work alongside him at Inheritance Solutions, pushing the initiative to new heights. Their involvement signifies the bridging of generational knowledge with modern innovation, enhancing the company's reach and impact. Together, they continue to expand the scope of Inheritance Solutions, integrating cutting-edge financial and estate planning services that cater to a broader audience while maintaining the personal touch that has always been a hallmark of their family's approach.

Forging Ahead

As the company looks forward to the involvement of the seventh generation, the O'Keefe legacy remains robust, with a clear vision for the future and a solid foundation built on over a century and a half of dedication, resilience, and innovation.

Justin O'Keefe's leadership ensures that the family's legacy is not just preserved but is also set to flourish for generations to come. His sons' active roles in the business reinforce this promise, heralding a new era for Inheritance Solutions, where tradition meets transformation, ready to serve the needs of future generations with the same commitment and integrity that started it all. You can contact them directly at www.ihspg.org, phone number 844-445-6830.

If you'd like to learn more about what Inheritance Solutions does and innovate at your funeral home by adding extra streams of income, scan the QR code below.

www.ihspg.org



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