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# Startup: Offering grieving families help After the Fact

**Premium content from Phoenix Business Journal - by Lynn Ducey**

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An experience **Tisha Diffie** had after the deaths of her parents ultimately led her to form **After the Fact Final Affairs**.

"My mother and father died very close to each other. By the time I got to my father's estate, with all the phone calls, I was overwhelmed. I was tired, and I didn't want to do it anymore," she said.

A conversation with one of her friends sparked an idea, and last July she sold her financial services business, T.M.D. Planning and Investment Strategies, to devote all of her time to develop the concept. A month later, she and her husband, Larry, launched After the Fact to offer administrative services to families dealing with the loss of a loved one.

The company handles the numerous tasks that face someone whose loved one has died, such as dealing with banks and credit card companies. Many times, copies of death certificates, letters and numerous phone conversations are required to take care of such things.

"We basically shut someone's everyday life down — their credit cards, their bank accounts," Diffie said. "Most of our clients are not only overwhelmed from an emotional standpoint, but from a paper standpoint. They don't realize the sheer volume of paper it takes to shut someone's life down."

Today, Diffie devotes all of her time to the business while her husband continues to work full time in the human resources industry. They have two employees and six independent contractors.

The couple is self-financing the business. Costs of services vary, but Diffie said services start at about \$199.

Diffie said After the Fact is a strong referral-based business, with clients in the legal and health

care fields, including Hospice of Arizona.

"We have a very specific approach. We know what questions to ask. And because we do this on a regular basis, we are not emotionally attached to the deceased like the family is," she said.

For more: [www.afterthefact-finalaffairs.com](http://www.afterthefact-finalaffairs.com).