



PHOMOLONG

MEMORIAL PARK

Love Endures.

Partnership Overview

For Funeral Directors

Phomolong Memorial Parks (Pty) Ltd
Reg. No. 2026/386596/07
Pretoria North, Gauteng · City of Tshwane

Working with Phomolong Memorial Parks

An institution, not a cemetery.

Phomolong Memorial Parks is a privately governed memorial institution opening in Pretoria North in 2027, serving City of Tshwane. It is designed from the ground up as a landscaped, access-controlled memorial environment — with structured operations, long-term stewardship, and the dignity of the occasion placed at the centre of every decision.

Where most burial provision in this region is municipal and declining in standard, Phomolong offers something meaningfully different: a permanent institution that families can rely on, in a setting worthy of the moment.

Built on four pillars.

Every aspect of how Phomolong operates — its governance, its physical design, its operational protocols, and its relationship with partners — is built on four institutional commitments:

- Dignity — every service is conducted calmly, without intrusion and without compromise.
- Governance — the institution is structured to outlast its founders, with independent stewardship of the land and of the long-term maintenance fund.
- Permanence — the setting families choose today will be cared for in the same way in thirty years.
- Continuity — families are served across generations, with records, rights, and relationships maintained in perpetuity.

A select partnership programme.

Phomolong works with a select group of accredited funeral directors who share these commitments. The partnership is not a volume referral scheme. Phomolong does not measure partnership value by the number of referrals a director generates. It measures it by the quality of the families' experience, the integrity of the referral process, and the alignment between how a funeral director operates and how Phomolong operates.

Accredited partners receive a structured commission on Rights of Interment acquired by families they refer. The commission is paid by Phomolong and does not affect the price the family pays. Every referral is disclosed to the family, in writing and in person, as a matter of institutional policy.



Partnership deepens over time. Funeral directors who demonstrate sustained alignment with Phomolong's standards are recognised with greater operational integration, priority access considerations, and a closer consultative relationship with the institution. That recognition is earned, not granted.

What Phomolong expects of its partners.

Phomolong's standards are not aspirational. They govern every service. Partners are expected to:

- Operate on Phomolong grounds in a manner consistent with the institutional standard — professional, discreet, and unhurried.
- Disclose the referral arrangement to families, fully and without reservation, before any purchase is made.
- Communicate in advance of every service — bookings, timing, cultural arrangements, and any change that affects the burial day.
- Bring families to Phomolong because it is the right fit for them, not because it is the most convenient referral.

Funeral directors who operate to a lower standard in their own practice will find the Phomolong standard difficult to sustain. That is by design.

The next step.

Partnership begins with a conversation. Phomolong operates a structured consultative process through which prospective partners learn about the institution, its protocols, and its expectations — and through which Phomolong learns about the director's practice, values, and client base.

To begin that process, submit your details using the form on this page. You will receive a Partner Information Pack and a Funeral Director Operational FAQ by return. A member of the Phomolong team will be in contact within three working days.

If you have questions before submitting, you are welcome to contact us directly at partnerships@phomolongparks.co.za.

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