



Gentreo Certified as a Massachusetts Woman Business Enterprise

The State's Supplier Diversity Office Recently Validated the Estate Planning Company as a Woman-Owned Business

[Boston, MA – January 4th, 2022] Gentreo, a Boston-based FinTech solution for online estate planning, was recently certified as a Woman Business Enterprise by the Massachusetts Supplier Diversity Office (SDO). Gentreo was founded in 2018 by sisters Renee and Julie Fry, Mary Kate D'Souza and John Amaral as a way to make estate planning more accessible and affordable for all Americans.

As companies strive to elevate diversity, equity, and inclusion (DEI) as an organizational core value, the lack of DEI in technology remains to be a problem. Gentreo is the only estate planning software company [with this SDO certification](#) in Massachusetts.

"We are thrilled to receive this accreditation from the state," said Renee Fry, CEO and founder of Gentreo. "When my sister Julie and I set out to create something that made estate planning more accessible (and with a price tag that *wasn't* in the thousands), we knew we had something special."

In addition to being the only estate planning software service with women at the helm, Gentreo is revolutionizing the industry with services that go beyond single-transaction document creation. Gentreo users can create all of their documents for one simple annual cost, and all plans include important features that support users through life's changes:

- Expert coach-assisted onboarding
- Secure digital storage vault for documents and important information
- 24/7 vault access and sharing so everyone knows where to turn
- Access to Gentreo's network of third party estate planning attorneys
- Funeral wishes, memorial messages/videos for loved ones, and more.

"In the wake of the COVID-19 pandemic, people are more aware of their need to have a plan in place in case something happens, and estate planning fills this need. Gentreo offers more than just the documents people need; providing comprehensive services that protect users throughout their lives," Renee said.

About Gentreo

Founded in 2018, Gentreo™ is an online estate planning platform that makes estate planning affordable and accessible to all. Based in Boston, Gentreo was created by sisters Renee and Julie Fry with the mission of helping families protect what matters most to them. Through Gentreo, users of all service tiers can create state-specific documents, and securely store and share their documents. What's more, Gentreo offers a suite of extras, such as estate planning coaching, onboarding guidance, legal reviews, funeral planning, and more. Gentreo is not a law firm or a substitute for a law firm or attorney or an attorney's advice or recommendations. For more information, visit www.gentreo.com, or connect with Gentreo on [Twitter](#), [Facebook](#), and [LinkedIn](#).

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CONTACT

Name: Norelle Done

Phone: (617) 804-1451

Email: norelle@gentreo.com