UNITED STATES OF AMERICA
FEDERAL TRADE COMISSION
MIDWEST REGION

COMPLYING WITH THE FTC'S FUNERAL RULE

Dear Funeral Home Owner or Director:

The Federal Trade Commission's Trade Regulation Rule Concerning Funeral Industry Practices ("Rule" or "Funeral Rule"), 16 C.F.R. Part 453, went into effect in April 1984 and was revised in July 1994. Among other things, the Funeral Rule requires that all funeral providers give consumers accurate, itemized price information and various other disclosures about funeral goods and services. **Failure to comply with the Rule may result in civil penalties, which have recently been increased at the direction of Congress to $40,654 per violation.**

To help ensure your funeral home is meeting its obligations under the Rule, the FTC has published a guide entitled "***Complying with the Funeral Rule.***" The guide, which is intended for anyone selling funeral goods and services, provides detailed information about the Rule's specific requirements for General Price Lists, Casket Price Lists, and Outer Burial Container Price Lists.

You will find the FTC's guide and the text of the Funeral Rule at: https://www.ftc.gov/tips-advice/business-center/guidance/complying-funeral-rule. The guide is available in both English and Spanish. You can download the guide and print out as many copies as you need. From the same page, you can also order free copies of the guide for yourself and each member of your staff. We encourage you to review the information in the guide as well as your funeral home's price lists and procedures to ensure that you are complying with the Funeral Rule.

Failure to comply with the Funeral Rule may have serious consequences. In addition to reviewing consumer complaints, the FTC conducts undercover inspections of funeral homes in order to monitor compliance with the Rule. Funeral homes found to be in violation of the Rule may be subject to lawsuits seeking civil penalties or they may be given the option of entering a training program run by the National Funeral Directors Association. Funeral homes participating in the program make a voluntary payment to the U.S. Treasury in place of a civil penalty and pay annual administrative fees to the Association.

For further information, please contact Samantha Gordon at the FTC's Midwest Regional Office by phone at (312)960-5623 or by email at sgordon@ftc.gov.