

Division of Marketing Practices

Laurie Meehan
Attorney

Direct Dial

test results to the expressed staff member.

The Funeral Rule requires that funeral providers give consumers accurate, itemized price lists, make disclosures regarding certain funeral goods and service and prohibits funeral providers

Fourth, you requested that staff confirm the statement that a fee for a translator is allowed

purpose of the Funeral Rule is to make price information readily available to consumers and to
enable them to do comparative shopping for funeral needs and services. Thus, the services of -



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION

Division of Marketing Practices

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202-326-3755

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Atlanta, Georgia 30309-3424

I am writing in response to your request that Federal Trade Commission ("FTC" or "Commission") staff review your client's proposed business plan as it relates to the FTC's Funeral Rule, 16 C.F.R. Part 453. Specifically, you asked for a staff opinion addressing the following issues:¹

whether, by virtue of its provision of services, your

purchase decisions." Statement of Basis and Purpose, Funeral Industry Practices Trade
Regulation Rule, 59 Fed. Reg. at 1593 (January 11, 1994) (reprinted from the 1982 Statement of

- (g) where requested by the consumer, to provide various services at the time of death, including contacting the selected funeral director, informing the funeral director of the selections made by the decedent, making other arrangements such as travel arrangements, flower delivery, lunches and lodging;

Although several of the proposed offerings of your client may be within the definition of "funeral

services" under the Funeral Rule, nothing in your correspondence indicates that your client will call or offer to call "funeral goods." Thus, because the Funeral Rule defines a funeral provider as

Does your client's proposed practice violate the General Rule?

A review of the services that your client proposes to offer as described in your

letter does not reveal any practice that would clearly violate the Rule. However, your client