UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Lois Greisman
Associate Director
Division of Marketing Practices
Phone: (202) 326-3404

January 24, 2024

Benito & Azzaro Gardens Chapel
c/o Gary Benito
1050 Cayuga St.
Santa Cruz, CA 95062

Re: Funeral Rule Compliance Notice

Dear Funeral Provider:

As you know, the Federal Trade Commission ("FTC") has issued a trade regulation rule concerning funeral industry practices ("Funeral Rule"), 16 C.F.R. Part 453. The Funeral Rule became fully effective on April 30, 1984, and revisions to the Funeral Rule became effective on July 19, 1994. As amended, the Funeral Rule has the full force and effect of federal law.

The Funeral Rule requires that funeral providers disclose prices and other information to persons arranging funerals. The Funeral Rule requires disclosure of itemized price information both over the telephone and in writing concerning general funeral services and ancillary arrangements offered by the fune7os1 ( )54im (F)1 (s o)2 (rma)6.1 (tio)2 (n)2 63(an)1 (g)6 (o)1 (d(R)3 (u R), (l