



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

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In FTC staff's view, the conduct described above violates of the Funeral Rule. While staff does not currently intend to recommend to the Commission that it take formal legal action against Ferdinand Funeral Homes & Crematory, you should take prompt remedial action to make sure Ferdinand Funeral Homes & Crematory and its staff provide accurate information over the phone about its prices and offerings.

Enclosed for your review is a copy of the business guide "Complying with the Funeral Rule." The guide is intended to help you comply with the Funeral Rule and includes information about your obligations to provide accurate information over the phone. If you have any questions after reviewing this letter and the guide, please call FTC attorneys Melissa Dickey at 202-326-2662 or Rebecca Plett at 202-326-3664.

Respectfully yours,



Louis C. Graham
Associate Director
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Enclosure