

Lynch Funeral Home Inc.

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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 Lynch Funeral Home Inc., you should take prompt remedial action to make sure Lynch Funeral Home Inc. 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 Rebecca Plett at 202-326-3664 or Melissa Dickey at 202-326-2662.

Respectfully yours,



Luis C. Gredman
Associate Director
Division of Marketing Practices

Enclosure