



United States of America
FEDERAL TRADE COMMISSION
East Central Region

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Director, East Central Region

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January 24, 2024

Mr. Mark Rago, Owner
Mr. Samuel Monti, Owner
Monti-Rago Funeral Home, Inc.
2531-35 S Broad Street
Philadelphia, PA 19148

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 funeral provider, as well as price lists for caskets and outer burial

did not provide accurate information over the telephone in response to questions about your offerings or pricings. In particular, Monti-Rago Funeral Home:

Failed to provide accurate information about your prices or services.
Specifically, we contacted your office on two occasions, and you provided materially different prices for the same goods and services on each call;

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 Monti-Rago Funeral Home, you should take prompt remedial action to make sure Monti-Rago Funeral Home 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. (See Rule 3 (prompt remedial action) 3 (ti) T.