United States of America
FEDERAL TRADE COMMISSION
East Central Region

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January 24, 2024

Robert Gresser, President
Gresser Funeral Home
415 N Elm Street, PO Box 56
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As you know, the Federal Trade Commission ("FTC"
concerning funeral industry practices ("Funeral Rule" 16 C F R Part
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 items and ancillary
arrangements offered by the funeral provider, as well as price lists for caskets and outer burial
containers. The Funeral Rule prohibits misrepresentations about legal, cemetery or crematory
requirements pertaining to the disposition of human remains, including embalming. Certain
unfair practices also are prohibited, such as embalming for a fee without prior permission;
requiring consumers to purchase caskets for direct cremation; or conditioning the purchase of
any funeral good or service upon the purchase of any other funeral good or service. Moreover,
the Funeral

In FTC staff's view, the conduct described constitutes a violation of the Funeral Rule. While staff does not currently intend to recommend to the Commission that it take formal legal action against Gresser Funeral Home, you should take prompt remedial action to make sure Gresser 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 and inform you about your obligations to provide accurate information over the phone and accurate representations about embalming requirements. If you have any questions after reviewing this letter and the guide, please call Sammi Nachtigal at (202) 326-1761.

Respectfully yours,

Jon Miller Steiger
Regional Director
East Central Region