



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

Heritage Funeral Service and Crematory
427 Graves Mill Rd
Lynchburg, VA 24502

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.

against Heritage, you should take prompt remedial action to make sure Heritage 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 (h)5 (e)-1 (p4ve)- i