

Funeral Rule Price List Essentials

The Funeral Rule requires three price lists: the **General Price List** (GPL), the **Casket Price List** (CPL), and **Outer Burial Container Price List** (OBCPL). Use this tip sheet to help your business comply with the price list requirements.

- ◆ Review your price lists to be sure they include the required disclosures and information. You can follow guidance on this tip sheet and in the FTC Guide “Complying with the Funeral Rule” available at: ftc.gov/FuneralRule.
- ◆ Make plenty of copies of your price lists.
- ◆ Talk with your staff about when to give or show people the price lists and information.

Consider including the CPL and OBCPL information in the GPL with appropriate headings, so you give all the itemized price information at the beginning of the arrangements discussion. Or, give the GPL, CPL, and OBCPL all at once when you first greet a new client.

When to Give and Share Price Lists

When you meet in person:



- ◆ **Give a copy of the GPL** every time you begin to discuss the types of funeral goods or services you offer, or their price. *You may offer condolences first, but hand out the GPL as soon as you start to discuss prices or arrangements.*
- ◆ **Show the CPL** when someone asks or when you talk about caskets, alternative containers, or their prices, and before you show the items or pictures of the items.
- ◆ **Show the OBCPL** when someone asks or when you talk about grave liners or vaults, or their prices, and before you show the items or pictures of the items.

When you talk on the phone:



- ◆ **Give information** from the GPL, CPL, and OBCPL and other easily available information that reasonably answers the questions about offerings and prices.



Prepare Your General Price List

- ◆ **Use the sample** GPL from “Complying with the Funeral Rule” (FTC Guide), pages 24-25.
- ◆ **Start the GPL with:**
 - ◇ Your firm’s name and address
 - ◇ The title “General Price List”
 - ◇ An effective date
- ◆ **Copy and add** the required disclosures from the FTC Guide, page 4 about:
 - ◇ The consumer’s right to select only the goods and services desired
 - ◇ Embalming
 - ◇ Alternative containers for direct cremation
 - ◇ Any basic services fee
 - ◇ Availability of a casket price list and an outer burial container price list
- ◆ **Include itemized prices** for the 16 funeral goods and services listed in the FTC Guide, pages 7-11, if you offer them. You must include these four basic services:
 - ◇ Transfer of remains to another funeral home
 - ◇ Receiving remains from another funeral home
 - ◇ Direct cremation
 - ◇ Immediate burial

Prepare Your Casket Price List & Outer Burial Container Price List

- ◆ **Use the sample** CPL and OBCPL from the FTC Guide, pages 26-27.
- ◆ **Start each list with:**
 - ◇ Your firm’s name and address
 - ◇ The title “Casket Price List” or “Outer Burial Container Price List”
 - ◇ An effective date
- ◆ **Include prices** for each casket, alternative container, and outer burial container you offer that does not require special ordering, with enough information to identify it.
- ◆ **For the OBCPL, copy and add** the disclosure about the legal or cemetery requirements stated in the FTC Guide, page 14.

To order free copies of “Complying with the Funeral Rule,” visit:

[ftc.gov/bulkorder](https://www.ftc.gov/bulkorder)

