**PERMISSIBLE DISCOUNTS TO**

**ENCOURAGE CASKET SALES**

1. Package Discounts:

“We have discounted the price of the items included in this package (exclusive of the basic services fee) to provide you an overall savings of $      over the prices of the same set of goods and services if selected on an itemized basis. This package is only available to families who purchase the casket from       Funeral Home.”

2. Overall Price Discounts:

If you purchase the casket from       Funeral Home, we will provide a discount of      % on the overall price of the funeral (excluding the basic services fees and cash advance items).

3. Merchandise Credit:

If you purchase the casket from       Funeral Home, we will provide you with a $      merchandise credit that can be applied toward any funeral merchandise you purchase.