

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.