

## Board of Funeral Directors and Embalmers

### Amendments to:

### 18VAC65-30-10 et seq. Regulations for Preneed Funeral Planning

18VAC65-30-50. Solicitation.

A. In accordance with provisions of §[54.1-2806](#) of the Code of Virginia, a licensee shall not initiate any preneed solicitation using in-person communication by the licensee, his agents, assistants, or employees.

B. After a request to discuss preneed planning is initiated by the contract buyer or interested consumer, any contact and in-person communication shall take place only with a funeral service licensee.

~~C. No licensee engaged in the business of preneed funeral planning or any of his agents shall advertise discounts; accept or offer enticements, bonuses, or rebates; or otherwise interfere with the freedom of choice of the general public in making preneed funeral plans.~~