

By Senator Jones

34-00700-25

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1 A bill to be entitled
2 An act relating to deceptive and unfair trade acts or
3 practices; creating s. 501.2043, F.S.; providing that
4 persons or entities that take specified actions during
5 a transaction for the sale or lease of goods or
6 services to a consumer commit an unfair or deceptive
7 act or practice, enforceable pursuant to specified
8 provisions; providing an effective date.

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10 Be It Enacted by the Legislature of the State of Florida:

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12 Section 1. Section 501.2043, Florida Statutes, is created
13 to read:

14 501.2043 Unlawful acts and practices by advertisers.-

15 (1) Beginning January 1, 2026, a person, a firm, a
16 corporation, an association, or any other entity, or an agent or
17 employee thereof, in a transaction that is intended to result in
18 or actually results in the sale or lease of goods or services to
19 a consumer, commits an unfair or deceptive act or practice as
20 specified in s. 501.204 if such person or entity intentionally
21 does any of the following:

22 (a) Advertises, displays, or offers a price for a good or
23 service which does not include all mandatory fees or charges.

24 (b) Misrepresents the source, sponsorship, approval, or
25 certification of goods or services.

26 (c) Fails to include on all relevant merchandise the
27 statement "plus tax and fees" or a substantially similar
28 statement, if amounts due for use as tax and fees are not
29 included in the payments.

34-00700-25

20251274__

30 (d) Makes false or misleading statements of fact relating
31 to price reductions.

32 (e) Represents that a transaction confers or involves
33 rights, remedies, or obligations that it does not confer or that
34 are prohibited by law.

35 (f) Represents that the consumer will receive a rebate,
36 discount, or other economic benefit, if such benefit is
37 contingent upon the occurrence of an event subsequent to the
38 completion of the transaction.

39 (g) Misrepresents the authority of a salesperson,
40 representative, or agent in negotiations with a consumer.

41 (2) This subsection shall be enforced pursuant to ss.
42 501.206-501.2075.

43 Section 2. This act shall take effect July 1, 2025.