

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.

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.