

2024 General Assembly
**Vote YES on SB 388
and HB 1320**



VPLC

**Virginia Poverty
Law Center**

www.vplc.org

Disclosing 'junk fees'

This bill requires the disclosure of all mandatory fees and charges included in the advertised and displayed price of any good or service. This would create a clear, upfront picture of the total cost of a product.

Junk fees are frustrating and lead to higher consumer prices and reduced economic competition. It is particularly harmful for low-income consumers who must make their limited income stretch to buy necessities.

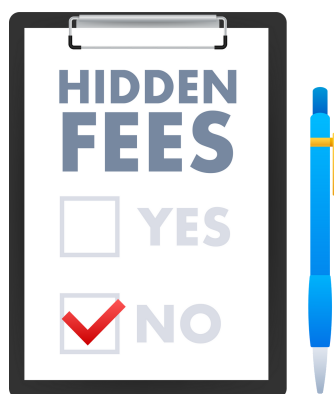
This bill promotes fairness and competition in our economy. Consumers can properly compare the price of goods and services. Fair competition demands that sellers who disclose are not seen as higher priced than those that hide fees.

NO businesses should be exempted from this legislation because consumers and sellers deserve a fair marketplace for all goods and services.

Consumers can only realize the full benefit of the free market if they are able to view the actual price of products for sale and purchase the one that they can afford, and that provides the most value.

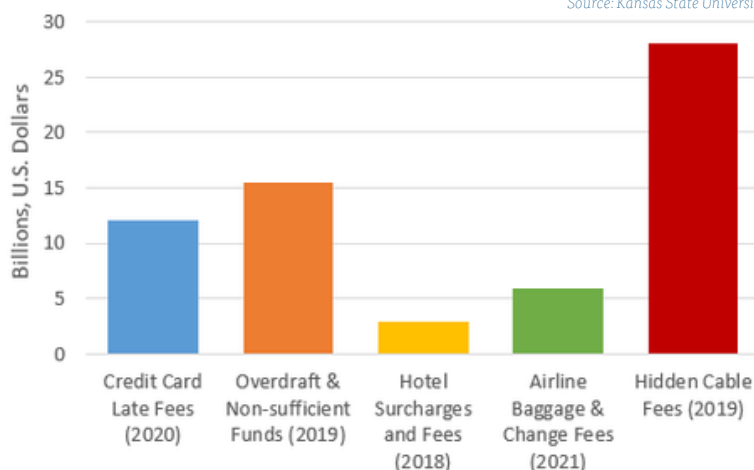
Junk fees degrade consumers' ability to comparison shop by confusing them about the true price, enticing - or even tricking - them into paying more than they should, and reducing companies' incentives to compete with higher quality or lower costs.

A December 2023 survey of voters across the country reports that over 77% of voters -- including 81% of Democrats, 78% of Independents, and 72% of Republicans -- support federal junk fee prevention legislation, similar to SB 388



The Hidden Cost of Junk Fees

Source: Kansas State University



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