

**HOUSE . . . . . No.**

---

**The Commonwealth of Massachusetts**

PRESENTED BY:

***Steven S. Howitt***

*To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:*

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act relative to hidden fees and price transparency.

PETITION OF:

| NAME:                   | DISTRICT/ADDRESS:  | DATE ADDED:      |
|-------------------------|--------------------|------------------|
| <i>Steven S. Howitt</i> | <i>4th Bristol</i> | <i>5/14/2026</i> |

**HOUSE . . . . . No.**

---

---

By Representative Howitt of Seekonk, a petition (subject to Joint Rule 12) of Steven S. Howitt relative to hidden fees and price transparency. Consumer Protection and Professional Licensure.

---

---

**The Commonwealth of Massachusetts**

\_\_\_\_\_  
**In the One Hundred and Ninety-Fourth General Court  
(2025-2026)**  
\_\_\_\_\_

An Act relative to hidden fees and price transparency.

*Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:*

1           SECTION 1. Chapter 93A of the General Laws, as appearing in the 2024 Official  
2 Edition, is hereby amended by inserting after section 11 the following section:-

3           Section 12. Transparent Pricing

4           (a) For purposes of this section, the following terms shall have the following meanings:

5           “Total price”, the maximum price a consumer is required to pay for a good or service,  
6 excluding taxes imposed by a governmental entity.

7           “Mandatory fee”, any fee or charge that a consumer must pay as a condition of  
8 purchasing a good or service.

9           “Optional fee”, any fee or charge that a consumer may decline without affecting the  
10 ability to complete the transaction.

11           “Advertised price”, any price representation communicated to a consumer in marketing,  
12 advertising, or display.

13           (b) Any person engaged in trade or commerce shall clearly and conspicuously disclose  
14 the total price of a good or service at the time an advertised price is first presented to a consumer.

15           (d) Optional fees may be excluded from the advertised price, provided that the optional  
16 nature of the fee is clearly and conspicuously disclosed; and the consumer affirmatively elects to  
17 incur such fee.

18           (c) It shall be an unfair or deceptive act or practice to advertise or display a price that  
19 does not include all mandatory fees; fail to clearly and conspicuously disclose the nature and  
20 amount of any mandatory fee; misrepresent a mandatory fee as optional, or as a gratuity, service  
21 charge, or other similar term when such fee is retained in whole or in part by the seller; present  
22 fees in a manner that obscures or minimizes the total price.

23           (e) The Massachusetts Attorney General's Office may promulgate rules and regulations  
24 necessary to implement and enforce this section, including, but not limited to, standards for clear  
25 and conspicuous disclosure; industry-specific applications; examples of unfair or deceptive  
26 pricing practices.

27           (f) A violation of this section shall constitute an unfair or deceptive act or practice under  
28 this chapter.

29           (g) Nothing in this section shall be construed to limit any authority otherwise granted  
30 under this chapter.