

MONTGOMERY COUNTY

(I) ADVERTISING OR OFFERING GOODS OR SERVICES WITH INTENT NOT TO SUPPLY REASONABLY EXPECTED PUBLIC DEMAND, UNLESS THE ADVERTISEMENT OR OFFER DISCLOSES A LIMITATION OR QUANTITY OR OTHER QUALIFYING CONDITION WHICH HAS A TENDENCY TO MISLEAD;

(J) MAKING FALSE OR MISLEADING REPRESENTATIONS OF FACT CONCERNING: THE REASONS FOR, EXISTENCE OF, OR AMOUNTS OF PRICE REDUCTIONS; OR THE PRICE IN COMPARISON TO PRICE OF COMPETITORS OR ONE'S OWN PRICE AT A PAST OR FUTURE TIME;

(K) KNOWINGLY FALSELY STATING THAT SERVICES, REPLACEMENTS OR REPAIRS ARE NEEDED;

(L) FALSELY STATING THE REASONS FOR OFFERING OR SUPPLYING GOODS OR SERVICES AT SALE OR DISCOUNT PRICES;

(M) THE HARASSMENT OF OR THREAT TO ANY PERSON EITHER BY TELEPHONE, CARDS OR LETTERS WITH REGARD TO ANY ACT OTHER THAN LEGAL PROCESS;

(N) ANY DECEPTION, FRAUD, FALSE PRETENSE, FALSE PREMISE, MISREPRESENTATION OR THE KNOWING CONCEALMENT, SUPPRESSION OR OMISSION OF ANY MATERIAL FACT WITH THE INTENT THAT CONSUMERS RELY UPON SUCH CONCEALMENT, SUPPRESSION OR OMISSION IN CONNECTION WITH THE SALE OR ADVERTISEMENT OF ANY MERCHANDISE OR WITH THE SUBSEQUENT PERFORMANCE OF PERSON AFORESAID, WHETHER OR NOT ANY PERSON HAS, IN FACT, BEEN MISLED, DECEIVED OR DAMAGED THEREBY;

(O) ANY FALSE, FALSELY DISPARAGING OR MISLEADING ORAL OR WRITTEN STATEMENT, VISUAL DESCRIPTION OR OTHER REPRESENTATION OF ANY KIND WHICH HAS THE CAPACITY, TENDENCY OR EFFECT OF DECEIVING OR MISLEADING CONSUMERS AND IS MADE IN CONNECTION WITH THE SALE, LEASE, RENTAL, LOAN OR BAILMENT OF CONSUMER GOODS OR SERVICES; THE OFFERING FOR SALE, LEASE, RENTAL, LOAN OR BAILMENT OF CONSUMER GOODS OR SERVICES; THE EXTENSION OF CONSUMER CREDIT; OR THE COLLECTION OF CONSUMER DEBTS.

(2) IT SHALL BE UNLAWFUL FOR ANY MERCHANT TO ENGAGE IN AN UNCONSCIONABLE TRADE PRACTICE. UNCONSCIONABLE TRADE PRACTICES ARE:

(A) FAILURE TO PROVIDE A WRITTEN ESTIMATE OF REPAIRS, ALTERATIONS, MODIFICATIONS OR