

VLP Partner Char Pagar Featured in NCR Silver Article “Is Your Business Unknowingly Engaged in Deceptive Pricing?”

VLP Advertising, Marketing & Promotions Partner Char Pagar was featured in the article “Is Your Business Unknowingly Engaged in Deceptive Pricing?” for *NCRSilver.com*.

The article reported that some large retailers have been sued for alleged deceptive pricing practices — specifically, for misleading consumers by artificially inflating their regular prices to make sales seem like better deals than they were.

Ms. Pagar said: “We’ve seen a lot of class action cases recently. These have involved big retailers, but if class action lawyers have some success, I wouldn’t be surprised to see them turning to smaller businesses next.”

Noting that the Federal Trade Commission (FTC) has provided guidelines for retailers to help them stay above board when it comes to advertising discounts, the article went on to provide a list of do’s and don’ts to keep in mind.

Ms. Pagar advised that businesses that follow the intent of the FTC guidelines probably don’t need to worry. But it’s a good practice to be prepared. “It’s prudent for smaller retailers to think about compliance,” she said.

[Click here](#) to view the entire article.