

**Note:** New York City businesses must comply with all relevant federal, state, and City laws and rules. All laws and rules of the City of New York, including the Consumer Protection Law and Rules, are available through the Public Access Portal, which businesses can access by visiting [www.nyc.gov/consumers](http://www.nyc.gov/consumers). For convenience, sections of relevant New York State Law and/or New York City Law and Rules are included as a handout in this packet. The New York City Law and Rules are current as of 2011.

Please note that businesses are responsible for knowing and complying with the most current laws, including any City Council amendments. The Department of Consumer Affairs (DCA) is not responsible for errors or omissions in the handout provided in this packet. The information is not legal advice. You can only obtain legal advice from a lawyer.

**NEW YORK CITY ADMINISTRATIVE CODE  
TITLE 20: CONSUMER AFFAIRS  
CHAPTER 5: UNFAIR TRADE PRACTICES  
SUBCHAPTER 11: POSTING OF PRICES IN RETAIL SERVICE ESTABLISHMENTS**

**§ 20-749. Definitions.**

- (a) “Current selling price” means the regular price of a listed service, so that, in the absence of any special offer, the service would be given upon payment of the listed price.
- (b) “Service” means a basic service performed by a retail service establishment. It also means any special service not commonly offered by such an establishment which the establishment offers to distinguish itself from its competitors.
- (c) “Retail service establishment” shall mean any establishment which provides services to consumers at retail, and shall include but not be limited to the following: tailors, dry cleaners, laundries, barbers and hair salons, nail salons, shoe and luggage repair shops, locksmiths, electrical or electronic appliance or equipment repair shops, reupholstery or furniture repair shops, tax preparers and photographic film development providers.

**§ 20-750. Display of Service Prices.**

- (a) Every retail service establishment must post, at each counter or desk at which orders are placed and/or payment is made, a list conspicuously displaying the current selling price of the basic services provided. The list shall also disclose factors which may cause the price to be higher than the basic price, and the range of the possible additional charges when such variables pertain.
- (b) In the event of a special sale or promotion, the regular price list shall remain conspicuously visible.
- (c) Notwithstanding any other law, rule or regulation, and in addition to any other penalties provided in this code or elsewhere, the disclosure of differing prices or fees based upon gender by a retail service establishment shall constitute a violation of this subchapter.

**§ 20-751. Disclosure of Base Prices.**

- (a) Where the price of the service is calculated on a base fee plus labor and parts as determined by time and cost of materials, the base fee and the cost of labor per common unit of time shall be listed, and the list shall state that the cost of parts will be additional. The list shall also state that warranty information is available on request.
- (b) Where the cost of service includes the cost of parts, the service establishment shall provide a list of parts actually provided and the cost of each.

**§ 20-752. Regulations.**

- (a) The commissioner shall promulgate such regulations as shall be necessary to effectuate the purposes of this subchapter, including, but not limited to requirements as to the manner of display of service prices.
- (b) The commissioner may, by regulation, permit a printed list to be substituted for a posted list, in such classes of service establishments in which the commissioner determines that it would be impracticable to post because the list is subject to frequent changes, provided that the printed list is given to each customer upon entering the service establishment.

**§ 20-753. Penalties.**

Any person who shall violate the provisions of this subchapter or the regulations promulgated pursuant to this subchapter shall, upon conviction thereof, pay a civil penalty of not less than fifty dollars and not more than two hundred and fifty dollars for the first offense and for each succeeding offense a penalty of not less than one hundred dollars nor more than five hundred dollars for each such violation. For the purpose of this section, if on any single day, the current selling price list is not displayed in accordance with this subchapter or the regulations promulgated pursuant to this subchapter, it shall be considered a single violation.