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CONSUMERS KNOW ABOUT PROTECTING YOURSELF

Real Estate Anthony

Commercial, Residential, Senior Living, Apartment Services



When many people hear the words consumer protection, most of the time they don't know what it means. I will give you a better understanding about consumer protection.

The first thing you need to know is who the consumer is and what does consumer mean. Well, you might want to take a few notes from this article, because many people are faced with it everyday. Consumer means an "individual, a partnership, a corporation, this state or a subdivision or agency of the state that seeks or acquires by purchase or lease any good or services.

In Texas, a consumer's rights are protected by the

Texas **Deceptive Trade Practices Consumer Protection Act (DTPA)**. This act declares, among other things, that "false, misleading or deceptive acts or practices" in the advertising, offering for sale, selling or lead of any real or personal property are unlawful.

I hope all of my readers only use well-know businesses to do business with, and by doing this it will cut your chances down from being ripped off. Most well-known companies will not gamble on taking a chance on ripping off the consumer, because it will hurt the business and the consumers will find other businesses to do business with. Let's talk a little about Deceptive

Acts. The act prohibits all false, misleading and deceptive acts in the conduct of business. Please don't forget to take notes and I hope you will never have to file a (DTPA) compliant on a business, but if you do, this information should help.

Here are a few activities that are in violation of the act. Although an awareness of the enumerated prohibited acts is important, a violation of the act is not limited to those listed. The enumerated acts include, among others, **misrepresenting that goods are new, placing misleading advertising, such as advertising goods or services for sale with intent not to sell them as advertised**

or advertising fraudulently that one is going out of business, making false or misleading statements concerning the reasons for a price reduction, or representing that work or services have been performed when they have not.

All consumers need to know these two aspects of the enumerated acts are very important to remember. First, no law requires that the consumer proves that the offending party intended to deceive or misrepresent the facts. In some cases, an innocent misrepresentation is as much a violation of the act as fraudulent misrepresentation: it is not a defense to a lawsuit

brought under this act that the defendant did not know that his or her action was illegal. Second, the act prohibits not only misrepresentations, but also misleading statements. A misleading statement is one that leads the consumer in the wrong direction or creates a misconception of the facts.

Consumers, please make sure to thoroughly look over a contract before signing it. Please don't sign something that just doesn't seem right, until you have an attorney to look it over for you.

Call Anthony Taylor, Sr. at 713-723-2737 for your real estate needs.