

FTC: SEVEN DEADLY AD SINS

SOME BHPH DEALERS COMMIT

1. **Twisting the facts about add-ons.**
2. **Lowballing your pitch.**
3. **Luring customers with misleading “zero” promises.**
4. **Hiding the strings attached to a deal.**
5. **Burying key disclaimers in fine print.**
6. **Ignoring applicable credit laws.**
7. **Violating prior orders.**