

Price Transparency: Fees

2026 FTC Marketing Conference

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Everyone loves to think about price transparency

- Marketing studies
 - Morwitz, Greenleaf, & Johnson (1998)
 - Santana, Dallas, & Morwitz (2020)
- Theory frameworks
 - Elison (2005)
 - Baye & Morgan (2019)
- Experiments on salience
 - Chetty, Looney, & Kroft (2009)
 - Blake, Moshary, Sweeney, & Tadelis (2021)

Hidden fees have been our jam for quite some time

- 2012 Conference: The Economics of Drip Pricing
- 2017 Report: Economic Analysis of Hotel Resort Fees by Mary Sullivan
- 2019 Workshop: “That’s the Ticket” (online ticket sales)
- 2024 Rulemaking: Rule on Unfair and Deceptive Fees
 - Live-event tickets
 - Short-term lodging

Shroud your fees at your own peril!

- Hotels: warning letter to 22 hotel operators (2012)
- Rental housing settlements
 - Invitation Homes (2024)
 - Greystar (2025)
- Delivery app settlements
 - GrubHub (2024)
 - Instacart (2025)

So then what's next, you ask?

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 **PROPOSED RULE**

Rule on Unfair or Deceptive Rental Housing Fee Practices

Posted by the **Federal Trade Commission** on Mar 13, 2026

 **Comment**

 Comment Period Ends: **Apr 13, 2026 at 11:59 PM EDT**

Consumers truly love us for our efforts on fees!

I've never received more enthusiastic gratitude than when I tell people I worked on the “junk fees” rule

Consumers will definitely value continued research, enforcement, and rulemaking on drip pricing