

## NEED MORE INFORMATION?

We welcome your questions and comments.

Please contact:

**Department of  
Agricultural Commissioner/  
Weights & Measures  
1-800-665-2900**

E-mail: [scanners@acwm.lacounty.gov](mailto:scanners@acwm.lacounty.gov)

Website: [acwm.lacounty.gov](http://acwm.lacounty.gov)



You may also contact:

**Department of Consumer Affairs  
1-800-593-8222**

[dca.ca.gov](http://dca.ca.gov)

## COUNTY OF LOS ANGELES



**Department of  
Agricultural Commissioner /  
Weights & Measures  
[acwm.lacounty.gov](http://acwm.lacounty.gov)**

**PRICE VERIFICATION DIVISION  
South Gate Office  
(562) 622-0415**

Headquarters Office  
12300 Lower Azusa Road  
Arcadia, CA 91006  
Voice: (626) 575-5471  
Fax: (626) 350-3243

South Gate Office  
11012 Garfield Avenue  
South Gate, CA 90280  
Voice: (562) 622-0402  
Fax: (562) 861-0278



This information is available  
in alternative formats.

For further assistance:  
TDD (626) 575-5520  
Voice: (626) 575-5471  
Fax: (626) 350-3243

November 2020

## Department of Agricultural Commissioner/ Weights & Measures



# GOOD PRICING PRACTICES

**A BENEFIT TO:**

**Your Company**

**Your Customers**

**Our Community**



COUNTY OF LOS ANGELES

# ACCURATE PRICING: IT IS THE LAW

**Los Angeles County is strongly committed to price accuracy, and the fair and lawful treatment of consumers.**

Existing state law prohibits charging a customer more than the price that is advertised, posted, or quoted.

## BPC Section 12024.2

(California Business & Professions Code)

The County Scanner Ordinance, enacted by the Los Angeles County Board of Supervisors in April 2002, created a system to register and inspect scanners and other point-of-sale devices. Inspectors work full-time conducting shopping investigations to ensure that consumers are charged the lowest advertised, posted, or quoted price.

The Board enacted this ordinance because the procedures of some retailers had not been adequate to comply with the law. Departmental records indicate that Weights and Measures inspectors are being overcharged by store scanners at nearly one out of every five stores inspected.

We hope that the “**best practices**” outlined in this brochure will help you to comply with the law and build and maintain a loyal customer base.



**C**ompany ethics and values come from the top. Communicate a clear policy to all personnel that accurate pricing, customer service, and fair dealings are top priorities. Establish a system of employee incentives and rewards to encourage compliance.



Designate a price coordinator responsible for ensuring that every checkout register is accurately programmed to charge the correct price.

Establish procedures to promptly notify personnel of special sales and price changes. Emphasize that it is company policy to charge only the current sales price. Double check that the policy is being carried out.

Install viewable price display devices at the checkout registers to enable your customers to see the price charged for each item as they are being scanned. This is required by state law, BPC Section 13300 (a).

Post notices of special sale prices at each checkout register to remind customers and your employees of the current price.

Establish procedures to promptly remove promotional signage and prices as soon as a sale ends.

**A**ssure that advertising and in-store signage accurately describe sale items so they are not confused with items to be sold at regular price.

Resolve pricing disputes and other customer complaints “on the spot.” Welcome complaints as an opportunity to improve customer service and build customer loyalty.

Make amends to a customer who has been incorrectly charged or treated discourteously by providing free items or future discounts.

Conduct in-house, undercover audits to assure that pricing policies are followed and to learn where improvement is needed. Reward and publicly commend employees who serve customers especially well.

Make it easy for customers to contact you with complaints, concerns or suggestions they may have.

Designate a local or regional contact to work with consumer protection agencies that may receive complaints involving your business.

**ATTENTION CONSUMERS**

You are entitled to the lowest advertised or posted price offered by this store.

For information or complaints, you may contact the County of Los Angeles Agricultural Commissioner/Director of Weights & Measures

1 (800) 665-2900  
<http://acwm.lacounty.gov>

Para reportar sobrecargos, llame al número escrito arriba.

**Kurt E. Floren, Director**