

**367.811 Representation regarding potential sale, income, or profit.**

It shall be unlawful for any offeror to make any oral or written representation, actual or hypothetical, regarding the business opportunity's potential sales, income, gross or net profit unless such sales, income, or profits are examples based upon the actual earnings made by existing consumer/investors of the business opportunity. Upon request by the office, names and addresses of the consumer/investors shall be made available for verification of the earnings claims. If such actual or hypothetical earnings examples are in excess of the average net earnings realized by all of the consumer/investors of the business opportunity, then there must be a full and complete disclosure of the average net earnings actually realized by all of these consumer/investors.

**Effective:** April 5, 2024

**History:** Amended 2024 Ky. Acts ch. 112, sec. 22, effective April 5, 2024. -- Amended 1994 Ky. Acts ch. 329, sec. 4, effective July 15, 1994. -- Created 1978 Ky. Acts ch. 315, sec. 6, effective June 17, 1978.