

Florida Department of
**Business &
Professional
Regulation**



Unlicensed Activity

Functional Activity Summary for Fiscal Year 2009 - 2010

Charlie Crist
Governor

Charlie Liem
Secretary

**Department of Business and Professional Regulation
Unlicensed Activity Program
Fiscal Year 2009-2010**

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Unlicensed Activity Operational Budget and Expenditures

Fiscal Year 2009-2010

Executive Summary:

In accordance with the Fiscal Year 2010-2011 General Appropriations Act, this annual report on Professional Regulation Unlicensed Activity highlights the unlicensed activity functions performed by the department during Fiscal Year 2009-2010. This report outlines the Department of Business and Professional Regulation's (department) expenditures regarding unlicensed activity functions during Fiscal Year 2009-2010 and contains a breakout of activities, revenues, expenditures by board, council and/or profession for the Divisions of Regulation, Real Estate, and Certified Public Accountants (CPAs) in compliance with section 455.2281, Florida Statutes. The department's enforcement and education activities were performed utilizing input from the appropriate board, commission or council.

The total appropriation for Fiscal Year 2009-2010 was \$1,255,050 with the Division of Regulation receiving \$494,175, the Division of Real Estate receiving \$500,000, and the Division of Certified Public Accounting receiving \$160,000. The Engineers Management Corporation, (FEMC) received \$100,875. The unlicensed appropriation for FEMC was implemented as part of a statutory contractual arrangement that includes both licensed and unlicensed activity enforcement.

Overall expenditures were less than that of the \$1255050 appropriation causing the Professional Regulation Unlicensed Activity fund to come in under budget.

Additional detailed information contained in this report includes:

Unlicensed Activity Media Campaign

Public awareness is an essential part of combating unlicensed activity. The department maintains a robust media campaign which disseminates unlicensed activity media information to consumers and licensees regarding the dangers of using unlicensed individuals. Several factors were considered while identifying the professions to be targeted. These factors included the professions that pose the greatest potential risk, the scope of potential consumers affected, and the volume of citizen complaints.

Unlicensed Activity Complaints, Investigations, and Prosecutions

The department received 4,091 unlicensed activity complaints, of which 3,101 were found to be legally sufficient and resulted in further investigation. Administrative complaints were filed on 617 cases and disciplinary action was taken in 510.

Division of Regulation- Unlicensed Activity Sweeps, Stings and Consumer Outreach

The division continued to carry out proactive enforcement operations in the field through sweep and sting operations. A **sweep** is a pre-emptive or proactive enforcement action performed in areas of known or suspected unlicensed activity. A **sting** is an enforcement action in which the division pursues known unlicensed persons by providing the unlicensed subject the opportunity to offer services that require licensure through bids, proposals or performance of the service to undercover investigators and/or law enforcement personnel.

Financial Summary

Revenue

Pursuant to section 455.2281,¹ Florida Statutes, the department assesses a special fee of \$5 per licensee upon initial licensure and for each renewal for all professional license types. The funds are deposited into the Professional Regulation Trust Fund, an interest bearing account. Per statutory requirements a separate account is maintained for each profession. In addition, revenue collected for citations and fines from unlicensed activity cases are deposited into these accounts.

Fiscal Year 2009-10 Collections:

Unlicensed Activity Fees	\$1,907,251
Citations	215,451
Fines	142,294
Interest Income	<u>103,628</u>
Total	<u>\$2,368,624</u>

Appropriation/Expenditures

From funds provided in Specific Appropriation 2206 Unlicensed Activities, \$1,169,961 was expended at the Division level as detailed in this report.

Fiscal Year 2009-10 Summary Expenditures:

Temporary Staff (OPS)	\$579,203.35
Travel and general expense	83,961.79
Media related expenditures	405,920.55
Florida Engineers Management Corp.	<u>100,875.00</u>
Total	<u>\$1,169,960.67</u>

In accordance with section 455.2281, Florida Statutes, the Department of Business and Professional Regulation spends these funds on unlicensed activity enforcement and education. In addition, staffs from the three divisions perform the functions of complaint handling, investigations, sweeps, and stings of unlicensed individuals and businesses. Division salary expenditures and associated costs are allocated to the appropriate profession's cash account. Pursuant to statute, no indirect costs are allocated to unlicensed activity accounts however, the revenue is subject to the 8% service charge to General Revenue.

¹ **455.2281 Unlicensed activities; fees; disposition.**--In order to protect the public and to ensure a consumer-oriented department, it is the intent of the Legislature that vigorous enforcement of regulation for all professional activities is a state priority. All enforcement costs should be covered by professions regulated by the department. Therefore, the department shall impose, upon initial licensure and each renewal thereof, a special fee of \$5 per licensee. Such fee shall be in addition to all other fees collected from each licensee and shall fund efforts to combat unlicensed activity. Any profession regulated by the department which offers services that are not subject to regulation when provided by an unlicensed person may use funds in its unlicensed activity account to inform the public of such situation. The board with concurrence of the department, or the department when there is no board, may earmark \$5 of the current licensure fee for this purpose, if such board, or profession regulated by the department, is not in a deficit and has a reasonable cash balance. A board or profession regulated by the department may authorize the transfer of funds from the operating fund account to the unlicensed activity account of that profession if the operating fund account is not in a deficit and has a reasonable cash balance. The department shall make direct charges to this fund by profession and shall not allocate indirect overhead. The department shall seek board advice regarding enforcement methods and strategies prior to expenditure of funds; however, the department may, without board advice, allocate funds to cover the costs of continuing education compliance monitoring under s. 455.2177. The department shall directly credit, by profession, revenues received from the department's efforts to enforce licensure provisions. The department shall include all financial and statistical data resulting from unlicensed activity enforcement and from continuing education compliance monitoring as separate categories in the quarterly management report provided for in s. 455.219. The department shall not charge the account of any profession for the costs incurred on behalf of any other profession. For an unlicensed activity account, a balance which remains at the end of a renewal cycle may, with concurrence of the applicable board and the department, be transferred to the operating fund account of that profession.

Multi-Media Campaign Summary

Unlicensed activity occurs when an individual bids, advertises, or is compensated for work that requires a state license, and the individual does not hold the required license. The laws and rules of Florida define in detail those specific professions that require a state license. If an individual performs those defined functions without a license, they are considered to be engaging in unlicensed activity. Unlicensed activity can threaten the livelihood of state-licensed professionals, and poses personal or financial harm to consumers. The department believes that consumers are a key factor in combating unlicensed activity. In its continued efforts to educate the public about the dangers of hiring unlicensed persons, the department utilizes various media outlets for consumer education.

In Fiscal Year 2009-2010 the Divisions of Regulation, Real Estate and Certified Public Accountants dedicated portions of their annual appropriations to fund unlicensed activity media campaigns. The department's Office of Communications creatively utilized the department's unlicensed activity allocations to implement the media campaign. During the Fiscal Year 2009-2010, the department created a multi-media campaign for unlicensed activity that utilized public service announcements (PSA), the internet, and various advertising media throughout the state. These campaigns were aimed at educating consumers regarding the need to hire licensed professionals.

In order to brand the campaign and provide consistent aesthetics and messaging, the Office of Communications developed cohesive messages and similar images for each advertisement. By doing this, consumers could connect an advertisement for one profession, such as cosmetology, with an advertisement for another profession, such as construction. The end result was a cohesive campaign that established distinct identity for the Department of Business and Professional Regulation.

Details for each division are found under each division's expenditure section of this report. Below is a summary of the Fiscal Year 2009-2010 multi-media campaign.

For the second consecutive year, the unlicensed activity media campaign included all professions that pay the \$5 unlicensed activity fee.

Key Messages:

Each message emphasized the importance of checking licenses before hiring a professional. The copy directed consumers to the Web site and to report unlicensed activity by calling 1-866-532-1440. Various media outlets were used to distribute the message including public transportation bus advertisements, movie theater static advertisements, internet ads and printed publications.

Target Audience:

All Floridians were the target audience for the campaign.

Goal/Objectives:

- 1) Educate consumers about the importance of working with licensed professionals;

- 2) Teach consumers how to check credentials using department resources;
- 3) Warn the public about the dangers of working with unlicensed individuals, which could result in personal, material or financial harm;
- 4) Encourage consumers to report suspected unlicensed activity; and
- 5) Reduce unlicensed activity.

Budget: The total amount budgeted for the FY2009/2010 is \$400,354. The breakdown of the budget was:

- Division of Regulation – \$85,000;
- Division of Real Estate – \$155,354; and,
- Division of Certified Public Accountants – \$160,000

Outcome:

The Office of Communications successfully executed the Fiscal Year 2009-2010 Unlicensed Activity Media Campaign.

The amount spent was:

- Division of Regulation \$79,382;
- Division of Real Estate; \$165,916; and,
- Division of Certified Public Accountants \$160,622.

The Office of Communications spent \$405,920, of the budget allocated for the campaign.

Operational Budget Allocation and Expenditures

This section details expenditures for the Divisions of Regulation, Real Estate and Certified Public Accounting.

Division of Regulation Unlicensed Activity Program

Total Budget Allocated: \$494,175

The Division of Regulation's Unlicensed Activity Program is responsible for coordinating and providing quality control for consumer complaints of unlicensed activity as well as proactive outreach and enforcement actions. The deterrence of unlicensed activity is a high priority for the division. Unlicensed activity causes considerable consumer harm and often carries criminal penalties. Proactive measures include a continued focus on education and compliance through airing of public service announcements, partnerships with professional organizations and associations, and the production of consumer/licensee brochures all aimed at educating the public. The division continues to combat unlicensed activity through sweep and sting operations.

The division received \$494,175 in unlicensed activity funds. The division focused expenditures in three categories: 1) temporary staff for unlicensed enforcement activities at headquarters and the regional field offices; 2) operational expenses for equipment and supplies for preventative and enforcement actions and; 3) media and educational campaigns including public service announcements and consumer outreach efforts throughout Florida. A total of \$339,334 was spent on temporary employees. These employees performed various duties throughout the state. In Tallahassee, duties included gathering reports of unlicensed activity on the toll free consumer hotline and processing unlicensed activity citations and fines issued by the department. Some staff analyzed and investigated unlicensed activity complaints while others focused on consumer education as well as conducting sweep and sting operations in field operations.

The following page contains a detailed description of the staffing and operational expenditures incurred by the Division of Regulation:

Category	Amount	Details
Staffing	\$339,334	<p>(1) Citation/Final Order Manager-Temporary Employee (HDQ): Performed citation and final order management for a variety of professions. Formatted and tracked citation and final order case reports for compliance and payment in a timely manner. Tracked compliance with final orders for unlicensed cases.</p> <p>(1) Unlicensed Activity Investigator-Temporary Employee (HDQ): Sought out and investigated unlicensed activity. Engaged in proactive enforcement through close interaction with board members and professional associations affiliated with the various professions regulated by the department. Provided information to consumers regarding licensure and possible violations of laws and rules by licensees regulated by the department.</p> <p>(2) Unlicensed Activity Analysts - Toll Free Hotline-Temporary Employees (HDQ). Customer service representatives for a variety of professions, each with its own statutes and rules with which incumbent must be knowledgeable. Assisted in data entry for citations, sweeps, stings and other special unlicensed activity projects as they arose.</p> <p>(1) Unlicensed Complaint Analyst-Temporary Employee (HDQ): Performed preliminary analysis of new unlicensed complaints for legal sufficiency via the Headquarters complaint intake section. Entered data in the department's single licensing database and collected documents from complainants prior to assignment to Investigators.</p> <p>(8) Unlicensed Activity Investigators -Temporary Employees (Field): Sought out and investigated unlicensed activity. Engaged in proactive enforcement through close interaction with federal, state, county and city governmental entities within the region, as well as professional associations affiliated with the various professions regulated by the department. Assisted with unlicensed stings, sweeps and outreach efforts through the regional program offices.</p>
Equipment/ Supplies: Vehicles, Computers, Cell Phones/ Supplies & other Misc. Expenses.	\$72,824	Costs associated with furniture/equipment for unlicensed activity staff persons. Paid costs associated with unlicensed activity staff for sweeps, stings, investigations and equipment. Additional costs office supplies to provide staff the necessary tools to carry out investigations and other activities related to the functions of the Unlicensed Activity section, both at headquarters and in the regional offices.
Equipment Rentals and Data Processing Equipment	\$2,773	Equipment used for unlicensed investigations and outreach programs was either rented or purchased for continued use in prevention and enforcement efforts. Copiers and equipment for data processing. Costs were shared for copiers, postage and postage meter leases.
Travel/ Outreach/ Printing	\$8,025	Unlicensed activity staff attended board and professional association meetings; consumer awareness seminars; tradeshow and professional conferences; condo association and retirement village events.
Media Campaign: PSAS Brochures Educational Materials	\$79,382	Distribution of public service announcement in partnership with Bob Vila. Distributed PSA for Community Association Managers. Both of these were produced in the previous years, so cost was limited to distribution. Advertising in magazines, Google Ad Words, and a promotional campaign was designed to remind consumers to hire licensed professionals.
Total:	\$502,338	

Proactive Enforcement

During the recent economic downturn, many licensees found themselves in competition with unlicensed persons. They voiced their concerns with the department that unlicensed activity was creating serious harm to their professions by allowing unfair competition and unprofessional workmanship, among other issues. The division continued the successful quarterly *Statewide Sweep and Sting Initiative* that had been implemented last year. This program was implemented as part of the division's proactive enforcement efforts and provided a statewide push for combating unlicensed activity. The department's Office of Communications utilized its media campaign to aid the department's efforts to combat this harmful practice. The operations were very successful resulting in issuance of notices to cease and desist; citations; cases, and at times, arrests.

Over the last four years, the division continued to strengthen its unlicensed proactive program for sweeps, and sting events each year. Sting operations in which investigators and law enforcements used advertisements, craigslist postings and referrals were increased as they were found to be more successful than routine sweep operations. In Fiscal Year 2009-2010, the Division of Regulation performed 301 unlicensed sweeps and 35 sting operations.

Unlicensed Activity Outreach, Sweep, and Sting Results: Fiscal Year 06-07, Fiscal Year 07-08, Fiscal Year 08-09

Table 1.0

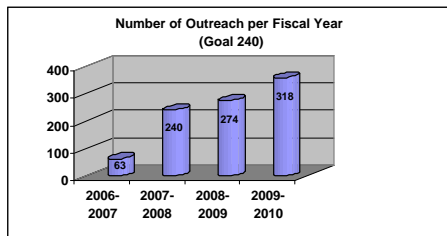


Table 1.1

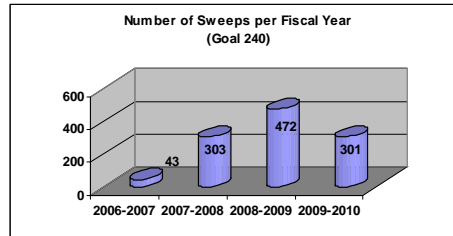
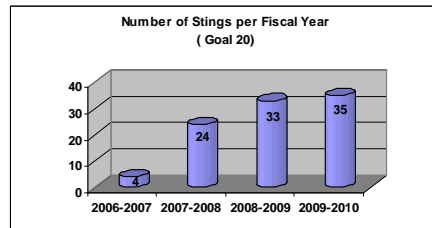


Table 1.2



Increased Media Coverage of Proactive Enforcement Efforts

The division and the department's Office of Communications worked together to increase the coverage of proactive enforcement efforts. Throughout the year, the department enjoyed regular positive coverage in news stories and press releases about unlicensed persons and the department's proactive enforcement efforts. Each month throughout the year, consumers were able to read articles about the division's efforts as a result of the over 80 releases and articles that were published on news and other media internet sites. Below are links to samples of news articles that ran on the internet news sites last fiscal year.

Florida Battling Unlicensed Contractors (www.wmbb.com – Panama City 07/24/09)
[20090724-Florida-Battling-Unlicensed-Contractors-Leon-County](http://www.myfloridalicense.com/dbpr/reg/documents/20090724-Florida-Battling-Unlicensed-Contractors-Leon-County)

Curbing Illegal Activity –Targeting Unlicensed Contractors in North Port (www.sunnewspapers.net 8/31/09)
<http://www.myfloridalicense.com/dbpr/reg/documents/20090831-Sting-Operation-Targets-Unlicensed-Contractors-in-North-Port-Charlotte-County.pdf>

State fines Middle Keys Contractor for No License (www.keynoter.com 09/02/09)
<http://www.myfloridalicense.com/dbpr/reg/documents/20090902-DBPR-Fines-Unlicensed-Contractor-In-Middle-Keys-Sting-Monroe-County.pdf>

Three Cited in Cape Coral Unlicensed Contractor Sting (www.newspress.com 09/04/09)
<http://www.myfloridalicense.com/dbpr/reg/documents/20090904-Three-Cited-In-Cape-Coral-Unlicensed-Contracting-Sting-Lee-County.pdf>

Police: Man Poses As Electrical Contractor- Suspect Accused of Grand Theft (www.justnews.com 9/17/09)
<http://www.myfloridalicense.com/dbpr/reg/documents/20090917-Man-Posed-As-Electrical-Contractor-Arrested-In-Sting-Miami-Dade-County.pdf>

Crackdown on Unlicensed Contractors (West Palm Beach www.wflx.com 11/05/09)
<http://www.myfloridalicense.com/dbpr/reg/documents/20091005-2-Arrested-In-Unlicensed-Contractor-Sting-Indian-River-County.pdf>

Department Cracking Down on Business License Violators (www.Tallahassee.com 11/02/09)
<http://www.myfloridalicense.com/dbpr/reg/documents/20091102-DBPR-Sweeping-State-To-Crackdown-On-Unlicensed-Activity-Violators-Statewide.pdf>

Daily Q & A: How Do I Know if A Contractor is Properly Licensed? (www.tampabay.com 12/17/09)
<http://www.myfloridalicense.com/dbpr/reg/documents/20091217-How-Do-You-Know-If-Contractor-Is-Properly-Licensed-General-Pinellas-County.pdf>

Deerfield Officials Warn of Unlicensed Renovations (www.sun-sentinel.com 01/29/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100128-Deerfield-Warns-Of-Unlicensed-Renovations-General-Broward-County.pdf>

Broward Contract's Sting Nets Six: Check Licenses Before You Hire, Regulators Say (www.sun-sentinel.com 02/08/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100208-Sting-Nets-6-Unlicensed-Contractors-Broward-County.pdf>

The Department of Business and Professional Regulation Protects College Athletes During College Pro Days (www.wctv.com 03/02/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100302-DBPR-Release-DBPR-Protects-Student-Athletes-During-Pro-Days-From-Unlicensed-Athlete.pdf>

Contractor Checkpoint Nets Citations, 1 Arrest (www.cbs4.com 03/03/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100302-Unlicensed-Contractor-Checkpoints-Resulted-In-1-Arrest-9-Notices-To-Go-To-Court-Bro.pdf>

Department of Business and Professional Regulation Harnesses the Power of Craigslist to Combat Unlicensed Activity (www.wctv.com 04/13/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100413-DBPR-Release-DBPR-Harnesses-Craigslist-To-Stop-Unlicensed-Activity.pdf>

31 Arrested in Unlicensed Contractor Bust (The Florida times Union – www.Jacksonville.com 04/26/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100426-31-Arrested-In-Unlicensed-Contractor-Bust-Duval-County.pdf>

Sting Targets Unlicensed Contractors (Jacksonville Business Journal – www.jacksonville.bizjournals.com 04/30/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100426-Sting-of-Craigslist-Captures-Unlicensed-Contractors-Duval-County.pdf>

Clearwater Police Nab Six in Hunt for Unlicensed Contractors (St. Petersburg Times - www.tampabay.com 05/08/10)

Arrests made at Pompano Beach Checkpoint Targeting Unlicensed Contractors
(Sun-Sentinel www.sunsentinel.com 05/18/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100518-Arrests-Made-At-Pompano-Beach-Checkpoint-Targeting-Unlicensed-Contractors-Broward.pdf>

Broward Sheriff's Office Cracks Down on Unlicensed Contractors (www.justnews.com 05/20/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100518-BSO-Cracks-Down-On-Unlicensed-Contractors-Broward.pdf>

Sting Nabs Suspected Unlicensed Contractors (The Daytona Beach News-Journal www.news-journalonline.com 06/04/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100602-Sting-Nets-Six-Unlicensed-Contractors-In-Daytona-Beach.pdf>

Undercover Sting Busts Unlicensed Contractors (Daytona Beach - www.wftv.com 06/03/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100602-Undercover-Sting-Busts-Unlicensed-Contractors.pdf>

Unlicensed Contractors Snagged in Sting Operation (Miami - www.cbs4.com 06/18/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100618-Unlicensed-Contractors-Snagged-in-Sting-Operation.pdf>

Protect Yourself from Unlicensed Contractors (Orlando -WOFL Fox 35 and www.myfoxorlando.com 6/29/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100623-Protect-Yourself-from-Unlicensed-Contractors-Seminole-County.pdf>

Florida's Department of Business and Professional Regulation Sweeps the Keys for Unlicensed Cosmetologists, Barbers and Veterinarians (www.floridaprofessionallicense.com 06/24/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100624-Department-of-Business-and-Professional-Regulation-Sweeps-the-Keys-for-Unlicensed-C.pdf>

The Florida Department of Business and Professional Regulation Sweeps Tampa Area for Unlicensed Contractors (www.florida.professionallicense.com 06/23/10)

<http://www.myfloridalicense.com/dbpr/reg/documents/20100708-Florida-Department-of-Business-and-Professional-Regulation-Sweeps-Tampa-Area-for-Un.pdf>

Illegal Workers Busted in Orange Park (www.WOKY.com 06/25/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100625-Illegal-Workers-Busted-in-Orange-Park.pdf>

Boynton Beach Swept for Unlicensed Contractors (www.wptv.com 6/25/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100625-Boynton-Beach-Swept-for-Unlicensed-Contractors.pdf>

The Department of Business and Professional Regulation Protects Consumers with Statewide Unlicensed Activity Operation (www.wctv.tv 6/28/10)
<http://www.myfloridalicense.com/dbpr/reg/documents/20100628-DBPR-Protects-Consumers-with-Statewide-Unlicensed-Activity-Operation.pdf>

Division of Regulation Outreach

In addition to a multi-media consumer education campaign, the division performed its own outreach program as part of its mission to protect the public from unlicensed activity. Outreach activities, as well as stings and sweeps, were performed by unlicensed activity investigators and full time employee investigative staff. The education of consumers regarding unlicensed activity is a top priority for the division. Public education efforts included the division's presence at various trade and consumer events, speaking engagements with trade associations, consumer groups and with other government agencies. The division also posted educational materials on the Internet.

The division exceeded its goal for outreach educational contacts. Last year the division set a goal of completing 240 outreach programs during the fiscal year. Staff exceeded the goal and presented at 318 events and made contact with over 65,000 Floridians throughout the state. This accomplishment was an 86 percent increase in outreach programming over the previous fiscal year (2008-2009), when 274 presentations were performed. One hundred fifty nine or 45 percent of the events last year were programs directed to consumers. Twenty-six percent of these consumer oriented programs specifically targeted senior citizens in an effort to educate the state's most vulnerable about the dangers of hiring unlicensed and unscrupulous persons.

The division partnered with such agencies as the United States Postal Service, the Florida Department of Elder Affairs, and the Florida Division of Florida Condominiums, Timeshares, and Mobile Homes, to conduct informational and educational seminars for senior citizens and other consumers:

- The division worked with the United States Postal Service and local agencies to carry out consumer fraud prevention programming during National Consumer Protection Week March 7-13, 2010 throughout Central and South Florida.
- The division also provided guest speakers to senior groups throughout the state.
- The division partnered with the Jacksonville Elder Source Agency to contribute to an internet podcast program about protecting senior consumers from unlicensed contractors.
- The division joined the department's Division of Florida Condominiums, Timeshares, and Mobile Homes to present town hall style meetings with owners at condominium associations through the state. These joint engagements offered condominium unit owners an opportunity to speak with department representatives about issues that affected their condominium as well as learn about hiring licensed professionals such as community association managers, contractors and certified public accountants.

Craigslist.org

The division increased its use of Internet tools to educate consumers about unlicensed activity due to an increase in the Internet solicitations by unlicensed people. Beginning March 2010, the division's Unlicensed Activity Program reached out to consumers, licensees and unlicensed person who use the internet networking site, www.Craigslist.org for home improvement and repair related advertisements. Typically unlicensed contractors would advertise their services to the unsuspecting public through the Web site. The ULA team posted information to encourage consumers to verify licensure of contractors before they hired someone to do work on their home. Licensed contractors who viewed the postings expressed their appreciation of the division's efforts and some began posting their own advisories to Craigslist users about the importance of verifying licensure of persons they hire for construction and electrical related projects. Between March and July 2010, members of the Unlicensed Activity enforcement team posted 477 different messages reaching every Craigslist posting area in the state. In addition to posting educational messages, the department was able to flag and remove approximately 200 postings by unlicensed contractors who used the site.

The department successfully requested Craigslist.org to provide a link to the department's Web site so that consumers on the site could verify licensure of contractors who advertise. The site now provides a link for consumers to licensing agency Web sites in every state including Florida.

Unlicensed Activity Web Site

In its continuing effort to educate consumers about the perils of hiring unlicensed workers, the division launched the [Unlicensed Activity Web page](#). The Web page educates consumers, licensees and partners about the department's unlicensed activity prevention, education and enforcement efforts.

The Web page features include: statistics on the department's enforcement efforts, information about how consumers can protect themselves, unlicensed activity in the news, advertisements for the unlicensed activity media campaign; recent cease and desist notices; convictions; frequently asked questions, and more.

Unlicensed Activity Media Campaign Division of Regulation Detailed Information

Summary:

The division's unlicensed activity funds were allocated based on the percentage of licensees per profession as compared to the total overall number of professionals. The two professions with the largest number of licensees are cosmetology and construction. For all professions that fell under 10 percent of the total amount of professional licensees, Google Ad Words were purchased in order to provide on-line coverage. In summary, consumers who used the Internet search tool to find services that required a state license received the department's Web page link to verify licensure in their search results. For example, if a consumer "Googled" "landscape architect," the department's advertisement and licensure verification link was returned with the search results.

Goal/Objectives:

- 1) Educate consumers about the importance of working with licensed professionals;
- 2) Teach consumers how to check credentials using department resources;
- 3) Warn the public about the dangers of working with unlicensed individuals, which could result in personal, material or financial harm;
- 4) Encourage consumers to report suspected unlicensed activity; and
- 5) To reduce unlicensed activity.

Key Messages:

Hire a Contractor. Check Licenses First. www.MyFloridaLicense.com. Report unlicensed activity toll-free 1-866-532-1440.

Target Audience:

The target audience was consumers who were likely to use the services of a contractor or cosmetologist.

In order to reach a broad range of consumers who might hire a contractor, the plan included movie theater and bus advertisements throughout the state in cities such as: Ft. Lauderdale, Miami, Tampa, Orlando, Tallahassee and Jacksonville. Advertisements around Miami ran in both English and Spanish.

In order to reach a broad range of consumers who might use cosmetology services, the plan included statewide movie theater advertisements and bus advertisements throughout the state in cities such as: Ft. Lauderdale, Miami, Panama City, Seminole, Orlando, Lakeland, Venice, Tampa, St. Pete, Amelia and, Pensacola. Advertisements around Miami ran in both English and Spanish.

Budget: \$85,000

Funds Spent: \$79,382

Breakdown of the Division of Regulation Media Campaign:

Profession	Media Outlet	Advertisement Info.	Amount Spent	Impressions
Community Association Manager	Florida Association of Broadcasting	Public Service Announcement	\$7,850	1,528 spots
Construction	Florida Association of Broadcasting	Public Service Announcement	\$13,447	
Cosmetology	The Edge Worldwide, Inc - Bus Advertising	Bus ads ran in: Ft. Lauderdale, Miami, Tampa, Orlando, Tallahassee, and Jacksonville from March 1, 2010 through April 25, 2010	\$9,800	1,533 spots
Construction	The Edge Worldwide, Inc - Bus Advertising		\$9,800	
Online Advertising				
Cosmetology		Florida Trend Online. Skyscraper ads from January 1, 2009, through May 31, 2010	\$3,744	90K
Construction		Florida Trend Online. Skyscraper ads from January 1, 2009, through May 31, 2010	\$3,744	142K
Cosmetology		St. Petersburg Times. Online flash ads and e-mail newsletter		166K
Construction		St. Petersburg Times. Online flash ads and e-mail newsletter	\$8,569	166K
Movie Theaters				
Construction	Bayard Advertising Agency - Movie Theater Static Advertisements	Full-color slides 8-20 seconds each in movie theaters in Ft. Lauderdale, Sunrise, Plantation, N. Miami Beach, Boca Raton, Panama City, Seminole, Orlando, Tallahassee, Lakeland, Venice, Tampa, St. Pete, Amelia, Pensacola, Lake Mary for 20 weeks beginning Dec. 20, 2009.	\$9,977	54950 Ads
Cosmetology			\$9,977	54950 Ads
Google AdWords				
All Professions:			\$2,473	978,968
▪	Veterinarians	Nov. 15 – June 15		
▪	Auctioneers	4/2/10 – 6/15/10		
▪	Geologists	March 18 – June 15		
▪	Landscape Architects	April 17 - June 15		
▪	Employee Leasing	May 17 – June 15		
▪	Athlete Agents	June 1 – June 15		
▪	Pilots	June 1 – June 15		
▪	Talent Agents	June 1 – June 15		
TOTAL			\$79,382	1,655,929

Division of Real Estate Unlicensed Activity Program

Total Budget Allocation

\$500,000

Below is a chart outlining program expenditures by the Division of Real Estate

Category	Amount	Details
Staffing	\$240,209	(8) Temporary Employee (Field): Unlicensed Activity Investigators sought out and investigated unlicensed activity. Engaged in proactive enforcement through close interaction with federal, state, county and city governmental entities within the region. At times during the reporting period, investigators may have carried an average case load of 40+ cases.
Media Campaign:	\$165,916	Media Campaign involved Public Service Announcements, print advertising and internet Google Ad Words.
Total:	\$406,125	

*Original projected expenditures for this program were based on historical staffing data. The staffing needs for this fiscal year exceeded the historical projections, resulting in the expenditures exceeding the amount allocated.

Division of Real Estate Media Campaign

Summary:

The two previously created real estate Public Service Announcements were a major component of the Division of Real Estate's unlicensed activity media campaign for Fiscal Year 2009-2010. On-line advertising outlets were chosen based on the likelihood that they would be seen and read by those in the market to purchase a home. Advertisements were placed through Google Ad Words, on-news papers and Zillow.com to reach the target market. Zillow.com is an Internet site potential home sellers and buyers use to gather information on home values and recent sales while navigating the real estate market.

Goals:

- 1) To reduce unlicensed real estate activity by:
 - a. Educating consumers about the dangers of doing business with unlicensed real estate agents; and
 - b. Encouraging consumers to check licensee certification.

Key Messages:

House Hunting? Make your first move the right one. Check real estate licenses. Visit www.MyFloridaLicense.com. Report unlicensed activity toll-free at 1-866-532-1440.

Budget Notes:

The original amount budgeted was \$55,354. After consulting with Florida Association of Realtors the department increased the budget by \$100,000 increasing the total funds available to \$155,354.

Target Audience:

Floridians who are in the market to purchase a new home or property.

Budget: \$155,354

Amount Spent: \$165,916

Breakdown of Division of Real Estate Unlicensed Activity Media Campaign expenditures:

Media Outlet	Advertisement Info.	Amount Spent	Impressions
Florida Public Broadcasting	15 second segments ran on public radio stations from March 1, 2010 through April 25, 2010 in: Ft. Myers-Naples, Jacksonville, Miami-Ft. Lauderdale, Orlando, Panama City, and Tallahassee.	\$10,538	255 spots
Florida Realtor Magazine	Full-page, full color ad in five publications	\$24,998	494,040
Florida Association of Broadcasters	Real Estate PSA.	\$40,000	2580 spots
Orlando Sentinel Online	Online Flash ads in the Orlando Sentinel's Local News, Money and Home pages from April 12, through May 31	\$10,000	430,000
Poller & Jordan Advertisement Agency	One month of bus ads in Ft. Lauderdale, Jacksonville, Miami, Orlando, Tallahassee and Tampa.	\$34,950	
Google	Ad Words March 1 – June 30	\$6,483	270,225
St. Pete Times	Online Flash ads in the St Pete Times and e-mail newsletter March through June	\$21,447	610,000
Zillow.com	Online Flash ads on home search page March 8 through June 30	\$17,500	866,250
TOTAL		\$165,917	2,673,350

Division of Certified Public Accounting Unlicensed Activity Program

Media Campaign

Net Budget Allocation: \$160,000

All expenditures for this division were devoted to the media campaign.

Summary:

The Division of Certified Public Accounting unlicensed activity media campaign is intended to help prevent unlicensed activity through education of consumers. The majority of the campaign was executed prior to and throughout tax season—when most consumers use Certified Public Accountants. On-line advertisements were placed on Google Ad Words and on-line publications. Public Service announcements spots previously created by the department ran on television and radio.

Goals and Objectives:

- 1) Educate consumers about the importance of working with licensed CPAs;
- 2) Educate consumers on the new mobility legislation;
- 3) Teach consumers how to check credentials using department resources;
- 4) Warn the public about the dangers of disclosing important personal and financial information to unlicensed professionals, which could result in financial harm; and
- 5) To reduce unlicensed activity in certified public accounting.

Key Messages:

Tax season is here. Hire a state-licensed Certified Public Accountant. Check licenses at www.MyFloridaLicense.com. Report unlicensed activity toll-free at 1-866-532-1440.

Target Audience:

Floridians who are likely to seek CPA services. The PSA and online advertisements will run prior to and during tax season.

Budget: \$160,000

Amount Spent: \$160,622

Below is a breakdown of the Division of Certified Public Accounting unlicensed activity media campaign expenditures:

Media Outlet	Advertisement Info.	Amount Spent	Impressions
Florida Association of Broadcasting	FICPA Public Service Announcement	\$103,000	3,622 spots
Florida Public Broadcasting	15 segments ran on public radio stations from March 1, 2010 through April 25, 2010 in: Jacksonville, Miami-Ft. Lauderdale, Tampa-St. Petersburg, Pensacola, and Tallahassee	\$10,080	120 spots
Business Journals			
<ul style="list-style-type: none"> • Tampa Bay • South Florida • Orlando 	2 months of web sponsorship each market	\$20,000	920,000
On-line advertising	Florida Trend Online Ads. Skyscraper online ads from December 1, 2009, through May 1, 2010	\$9,900	330,000
ExpoSource Banner	Vinyl banner with banner stand	\$611	N/A
CPA Google AdWords Search Ads	Google AdWords Nov. 15- June 15	\$17,031,24	1,507.238
TOTAL		\$160,622	2,760,980

¹ Proviso language specifies how CPA funds can be spent with regards to the unlicensed activity campaign. The specific language for the 2010-2011 appropriation is listed below:

"From the funds in Specific Appropriation 2206, up to \$200,000 from the Professional Regulation Trust Fund is provided to the Department of Business and Professional Regulation to institute an unlicensed activity campaign for the purpose of informing and educating the public: (1) that public accounting is a regulated profession with requirements of licensure pursuant to chapter 473, Florida Statutes; (2) that some services provided by unlicensed individuals, although legal, are regulated when provided by a licensed Florida Certified Public Accountant; and (3) that certain services may only be performed by a licensed Florida Certified Public Accountant. The department shall develop the campaign in consultation with a corporation that is registered under chapter 617, Florida Statutes, as a not-for-profit corporation and qualified under the Internal Revenue Service Code as a 501 (c)(6) corporation, and that represents the largest number of licensed Florida Certified Public Accountants. Any advertising, media, or materials produced as a result of contributions shall carry acknowledgements of joint production and sponsorship. The department may not allocate overhead charges to these unlicensed activity campaign funds."

Customer Friendly Complaint Access

The department encourages everyone to help fight unlicensed activity and has made efforts to make this process easy. Consumers and licensees have been provided several avenues through which to report unlicensed activity. Below are ways consumers can report unlicensed activity:

- Complaint forms are online at www.myfloridalicense.com,
- Consumers may send an e-mail to the unlicensed activity inbox, ula@dbpr.state.fl.us,
- Complaints may be mailed to the department at 1940 North Monroe Street; Tallahassee, FL 32399-0782.
- Consumers may call toll free hotline at 1-(866) 532-1440.
- Consumers may call the customer contact center at (850) 487-1395.

Unlicensed Activity Complaints Report FY 2009-2010

	Accountancy (Unlicensed)	Asbestos (Unlicensed)	Athlete Agents (Unlicensed)	Auctioneers (Unlicensed)	Barbers (Unlicensed)	BCAI (Unlicensed)	CAMS (Unlicensed)	CILB (Unlicensed)	Cosmetology (Unlicensed)	ECLB (Unlicensed)	Employee Leasing (Unlicensed)	Geologists (Unlicensed)	Harbor Pilots	Landscape Architecture (Unlicensed)	Real Estate Commission (Unlicensed)	Real Estate Appraisal Board (Unlicensed)	Surveyors & Mappers (Unlicensed)	Talent Agencies (Unlicensed)	Veterinary Medicine (Unlicensed)	Totals	
Unlicensed Complaints by Profession																					
Complaints Received	129	2	3	26	245	12	328	1527	596	560	7	1	0	13	539	1	14	41	47	4091	
Complaints Legally Sufficient	78	2	3	14	94	6	147	1176	383	522	8	1	0	4	618	0	7	20	18	3101	
Investigations Assigned	62	2	3	14	28	4	141	972	91	415	6	1	0	3	618	0	6	18	21	2405	
Investigations Completed	39	1	4	15	37	3	113	916	82	380	2	1	0	5	618	0	3	18	23	2260	
UL Citations Filed	0	0	0	0	156	0	11	151	307	89	1	0	0	0	27	0	0	0	1	743	
Office of the General Counsel																					
Prosecution Cases Opened	44	1	4	18	39	3	121	1004	87	397	1	1	0	6	419	5	1	18	22	2191	
Prosecution Cases Closed	51	3	3	11	62	3	85	583	100	286	0	1	0	2	262	4	3	8	15	1482	
Findings of Probable Cause	26	0	0	7	23	0	48	688	34	225	0	0	0	0	122	2	1	8	4	1188	
Administrative Complaints Filed	2	0	0	3	29	0	24	381	33	83	0	0	0	0	55	0	1	4	2	617	
Disciplinary Actions	7	0	1	2	45	0	8	310	45	68	0	0	0	0	18	0	1	3	2	510	

Complaints Received refers to unlicensed activity complaints actually received and entered into the department's single licensing computer system during the reporting period.

Legally Sufficient refers to unlicensed activity complaints reviewed by the division that met the standard of legal sufficiency established in section 455.225 (1), Florida Statutes. However, the number of "Complaints Legally Sufficient" may not include all "Complaints Received" during a reporting period and can include complaints from previous quarters.

Number of Investigations Assigned: refers to unlicensed activity complaints reviewed by the division that were found to be legally sufficient and assigned to an investigator.

Number of Investigations Completed refers to unlicensed activity cases that were completed by the division's investigator and forwarded to the department's Office of the General Counsel for review. However, the number of Investigations completed may include investigations of legally sufficient complaints that were referred for investigation during previous quarters.

Number of Citations Filed refers to citations issued for unlicensed activity that were filed as final orders with the department's Agency Clerk after the statutory timetable has been completed.

Prosecution Cases Opened refers to cases received in the Office of General Counsel (OGC) during the reporting period from DBPR investigators after their investigation is complete.

Prosecution Cases Closed refers to cases closed by OGC after receipt during the reporting period. Reasons for closure include no finding of probable cause, withdrawal of complaint by complainant, issuance of notice to cease and desist, cessation of unlicensed activity, or insufficient evidence to prosecute.

Findings of Probable Cause refers to cases for which a Notice to Cease and Desist was issued, or a Citation and/or an Administrative Complaint was filed by the department. However, the number of "Findings of Probable Cause" may not include all "Prosecution Cases Opened" during the reporting period and may include cases from previous quarters. Probable cause means that there is some evidence that would reasonably indicate that the subject engaged in unlicensed activity.

Administrative Complaints Filed. Refers to administrative complaints filed during the reporting period. An administrative complaint is the charging document that details the violations law for which probable cause was found and seeks disciplinary action. However, the "Number of Administrative Complaints Filed" may not include all "Prosecution Cases Opened" during the reporting period and may include cases from previous reporting periods.

Disciplinary Actions refers to disciplinary actions that were entered during the reporting period. Disciplinary actions may include any combination of the following: imposition of an administrative fine, payment of investigative costs, and/or any other relief the department deems appropriate via final order. However, the "Number of Disciplinary Actions" may not include all "Prosecution Cases Opened" during the reporting period and may include cases from previous reporting periods.

DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION
 PROFESSIONAL REGULATION BOARDS, COMMISSIONS AND PROFESSIONS
 UNLICENSED ACTIVITY FISCAL YEAR 2009-10 REVENUE, EXPENDITURE AND ACCOUNT BALANCES

	Accountancy	Architects	Asbestos Consultants	Athletic Agents	Auctioneers	Barbers	Building Code Admin	Community Assoc. Mgrs.	Construction Industry	Cosmetology	Electrical Contractors	Employee Leasing	Engineers	Geologists	Landscape Architects	Pilot Commission	Talent Agencies	Veterinary Medicine	Real Estate Appraisal	Real Estate Commission	Boxing Commission
Adjusted Balance	258,597	1,404,096	199,851	147,486	65,647	401,044	727,400	774,012	3,948,114	822,780	(484,149)	353,460	2,289,903	37,267	237,306	33,110	(569,407)	381,402	(1,149,191)	(405,579)	
Unlicensed Activity Account																					
Beginning Account Balance	(4,770)	327,084	4,616	3,578	30,954	166,022	210,346	77,832	747,122	486,366	(40,303)	19,489	178,533	38,289	22,852	850	9,253	169,427	221,201	1,596,272	
Revenue	108,393	136,316	1,296	1,105	15,626	68,584	53,949	26,480	371,916	582,343	56,963	3,235	15,711	8,181	8,095	19	1,691	37,349	6,332	866,722	
Expenditures	(180,138)	(66,563)	(189)	(1,022)	(7,410)	(25,144)	(5,274)	(33,229)	(606,202)	(138,747)	(196,398)	(1,883)	(51,861)	(915)	(2,105)	(4)	(7,028)	(18,620)	(75,246)	(631,094)	
Current Yr Excess/Deficit	(71,745)	69,753	1,107	83	8,216	43,440	48,675	(6,749)	(234,286)	443,596	(139,435)	1,352	(36,150)	7,266	5,990	15	(5,337)	18,729	(68,914)	235,628	
Ending Account Balance	(76,515)	396,837	5,723	3,661	39,170	209,462	259,021	71,083	512,836	929,962	(179,738)	20,841	142,383	45,555	28,842	865	3,916	188,156	152,287	1,831,900	
Ending Account Balance 6-09	(76,515)	396,837	5,723	3,661	39,170	209,462	259,021	71,083	512,836	929,962	(179,738)	20,841	142,383	45,555	28,842	865	3,916	188,156	152,287	1,831,900	
Sweep									(54,217)												(188,359)
Adjusted Balance	(76,515)	396,837	5,723	3,661	39,170	209,462	259,021	71,083	458,619	929,962	(179,738)	20,841	142,383	45,555	28,842	865	3,916	188,156	152,287	1,643,541	

	Accountancy	Architects	Asbestos Consultants	Athletic Agents	Auctioneers	Barbers	Building Code Admin	Community Assoc. Mgrs.	Construction Industry	Cosmetology	Electrical Contractors	Employee Leasing	Engineers	Geologists	Landscape Architects	Pilot Commission	Talent Agencies	Veterinary Medicine	Real Estate Appraisal	Real Estate Commission	Real Estate Recovery Fund	RE Ed & Research
Renewal Cycle	All Years	Feb Odd Yrs	All Years	May Even Yrs	Nov Odd Yrs	July Even Yrs	Nov Odd/Fees All	Sept Even Yrs	All Years	All Years	Aug Even Yrs	April Even Yrs		July Even Yrs	Nov Odd Yrs	Jan Odd Yrs	May Even Yrs	May Even Yrs	Nov Even Yrs	All Years	NA	NA
# of Licensees	34,190	19,056	691	205	2,552	15,109	11,185	17,466	146,714	196,929	15,292	702	56,213	2,193	2,798	108	302	8,725	10,073	296,397	NA	NA
Fees:							Non-Govt															
Application	\$250	\$60	\$300	\$500	\$50	\$150	\$25	\$50	\$150	\$50	\$150	\$150	\$125	\$150	\$100	\$200	\$300	\$100	\$100	\$20		
Initial License	\$50	\$100	\$500	\$750	\$150	\$100	\$25	\$100	\$200	\$25	\$300	\$1,500	\$100	\$100	\$300	\$195	\$400	\$200	\$175	\$80 / \$90		
Renewal - biennial	\$105	\$125	\$300	\$440	\$150	\$100	\$25	\$100	\$200	\$25	\$300	\$1,500	\$125	\$125	\$300	\$195	\$400	\$260	\$175	\$80 / \$90		

Department of Business and Professional Regulation
Unlicensed Activity Media Campaign
Fiscal Year 2009-2010

Artwork & Copy

Bus Ads





House Hunting?
Make Your First Move the Right One

Check Real Estate Licenses



Florida Department of
 Business &
 Professional
 Regulation

Visit MyFloridaLicense.com
 Report unlicensed activity toll-free 1-888-532-1416

Business Journal



Tax Season is here.

Florida Department of
 Business &
 Professional
 Regulation



Hire a state-licensed
Certified Public Accountant

Florida Department of
 Business &
 Professional
 Regulation



Check licenses at
MyFloridaLicense.com

Florida Department of
 Business &
 Professional
 Regulation

<p>Tax Season is just around the corner</p>  <p>Florida Department of Business & Professional Regulation</p>	<p>Hire a State- Licensed Certified Public Accountant</p>  <p>Florida Department of Business & Professional Regulation</p>	<p>Check Licenses at MyFloridaLicense.com</p> <p>Click here to verify</p>  <p>Florida Department of Business & Professional Regulation</p>
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<p>Tax Season is here.</p>  <p>Florida Department of Business & Professional Regulation</p>	<p>Hire a state-licensed Certified Public Accountant</p> <p>Florida Department of Business & Professional Regulation</p>	<p>Check licenses at MyFloridaLicense.com</p> <p>Click here to verify</p> <p>Florida Department of Business & Professional Regulation</p>
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House Hunting?
Department of Business & Professional Regulation

**Make Your First Move
the Right One**
Department of Business & Professional Regulation

**Visit
MyFloridaLicense.com**
Department of Business & Professional Regulation

**Check Real Estate
Licenses**
Department of Business & Professional Regulation

<p><i>House Hunting?</i></p>  <p>MyFloridaLicense.com</p>	<p><i>Make Your First Move The Right One</i></p>  <p>MyFloridaLicense.com</p>	<p><i>Check Real Estate Licenses</i></p>  <p>MyFloridaLicense.com</p>
<p><i>Visit</i> MyFloridaLicense.com</p>  <p>MyFloridaLicense.com</p>	<p>Florida Department of Business & Professional Regulation</p> <p>MyFloridaLicense.com</p>	

Protect **YOUR PROFESSION**
Report **UNLICENSED REAL ESTATE ACTIVITY**

Visit MyFloridaLicense.com
-or-
Call 1-866-532-1440



Florida Department of
Business &
Professional
Regulation



Movie Theaters



More than your style is at stake!
Check **YOUR BARBER OR COSMETOLOGIST'S License**
Report **UNLICENSED ACTIVITY**

Visit MyFloridaLicense.com

Florida Department of
Business & Professional
Regulation



Hire a Contractor

Check Licenses first!

www.MyFloridaLicense.com
Report unlicensed activity toll-free 1-866-532-1440

Florida Department of
Business & Professional
Regulation

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MyFloridaLicense.com

Florida Department of
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More than your style is at stake!

Check YOUR BARBER
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Florida Department of
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House Hunting?

*Make Your First Move
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Visit
MyFloridaLicense.com

Florida Department of
Business &
Professional
Regulation

MyFloridaLicense.com

Hire a Contractor	Florida Department of Business and Professional Regulation
Check Licenses First!	Florida Department of Business and Professional Regulation
Visit MyFloridaLicense.com	Florida Department of Business and Professional Regulation
More Than Your Style is at Stake	Florida Department of Business and Professional Regulation
Check Your Barber or Cosmetologist's License	Florida Department of Business and Professional Regulation
Visit www.MyFloridaLicense.com	Florida Department of Business and Professional Regulation
House Hunting?	Florida Department of Business and Professional Regulation
Make Your First Move the Right One	Florida Department of Business and Professional Regulation
Check Real Estate Licenses	Florida Department of Business and Professional Regulation
Visit www.MyFloridaLicense.com	Florida Department of Business and Professional Regulation

Zillow

The advertisement is divided into several sections. At the top, three panels feature the text "House Hunting?", "Make Your First Move The Right One", and "Check Real Estate Licenses" in a cursive font, each with a house icon and the URL "MyFloridaLicense.com". Below these is a larger panel with the text "Visit MyFloridaLicense.com" and a house icon. To the right of this is the Florida Department of Business and Professional Regulation logo, which includes the text "Florida Department of Business & Professional Regulation" and "MyFloridaLicense.com". An illustration of a smiling woman in a blue jacket holding a "FOR SALE" sign is positioned on the right side of the advertisement.