

Ken Lawson, Secretary

Rick Scott, Governor

November 1, 2013

The Honorable Seth McKeel
Chair, House Appropriations Committee
221 The Capitol
402 South Monroe Street
Tallahassee, FL 32399-1300

Dear Chair McKeel,

Please find attached a copy of the Department's Unlicensed Activity Annual Report for fiscal year 2012-2013 in accordance with the Fiscal Year 2013-2014 General Appropriations Act.

If you have any questions, please do not hesitate to contact me.

Sincerely,



Ken Lawson
Secretary
Department of Business and Professional Regulation

Ken Lawson, Secretary

Rick Scott, Governor

November 1, 2013

The Honorable Rick Scott
Governor, State of Florida
The Capitol
404 South Monroe Street
Tallahassee, FL 32399-1100

Dear Governor Scott,

Please find attached a copy of the Department's Unlicensed Activity Annual Report for fiscal year 2012-2013 in accordance with the Fiscal Year 2013-2014 General Appropriations Act.

If you have any questions, please do not hesitate to contact me.

Sincerely,



Ken Lawson
Secretary
Department of Business and Professional Regulation

Ken Lawson, Secretary

Rick Scott, Governor

November 1, 2013

The Honorable Joe Negrón
Chair, Senate Budget Committee
201 The Capitol
404 South Monroe Street
Tallahassee, FL 32399-1100

Dear Chair Negrón,

Please find attached a copy of the Department's Unlicensed Activity Annual Report for fiscal year 2012-2013 in accordance with the Fiscal Year 2013-2014 General Appropriations Act.

If you have any questions, please do not hesitate to contact me.

Sincerely,



Ken Lawson
Secretary
Department of Business and Professional Regulation

Unlicensed Activity Program
Annual Report
Fiscal Year 2012-2013



Rick Scott Governor | **Ken Lawson** Secretary

TABLE OF CONTENTS

Executive Summary

Section I

Financial Summary

Section II

Unlicensed Activity Program Efforts

Section III

Operational Budget Allocation and Expenditures

Section IV

Multi-Media Campaign Summary

Section V

Complaint Access

Detailed Revenues and Expenditures

EXECUTIVE SUMMARY

The Unlicensed Activity Program within the Department of Business and Professional Regulation exists to serve the state of Florida by protecting consumers from the unfair and often unforeseen effects of unlicensed professionals who are illegally practicing in the marketplace. Among industries under the Department's jurisdiction are general contracting, veterinary medicine, and cosmetology, all of which are services commonly targeted by unlicensed individuals. Awareness and prosecution of unlicensed activity benefit both the consumers and valid license holders of each profession by keeping businesses honest and competitive. Illegal practice poses a real threat to innocent, hardworking Floridians; however, by sustaining the Department's unlicensed activity efforts with knowledgeable investigative staff and public/private partnerships statewide, such activity is being brought to justice and previously unlicensed individuals are becoming properly licensed.

In accordance with the Fiscal Year 2013-2014 General Appropriations Act, this annual report on Professional Regulation Unlicensed Activity highlights the unlicensed activity functions performed by the Department during Fiscal Year 2012-2013. This report outlines the expenditures of the Unlicensed Activity Program during Fiscal Year 2012-2013. It details the efforts, activities and revenues utilized by the Department's boards, council and staff with the Divisions of Regulation, Real Estate and Certified Public Accounting (CPAs), respectively, in compliance with Section 455.2281, Florida Statutes.

The total appropriation for Fiscal Year 2012-2013 was \$645,578 with the Division of Regulation receiving \$300,578, the Division of Real Estate receiving \$285,000 and the Division of Certified Public Accounting receiving \$60,000. The funding for professional unlicensed activity enforcement is made possible through a licensee trust fund which every new and renewal license contributes toward and is allocated by the appropriation budget.

To maintain the integrity of licensed professions, the Divisions focus efforts on: proactive education and marketing, an efficient complaint process, and when it is necessary, enforcement and prosecution through regional States Attorney offices. The Department received more than 3,000 unlicensed activity complaints, of which more than 1,700 were found to be legally sufficient and resulted in further investigation. These investigations resulted in nearly 1,500 disciplinary actions against unlicensed subjects, including the issuance of Notices to Cease and Desist, findings of Probable Cause, imposition of Administrative Fines and Final Orders filed by the Department.

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 hiring unlicensed individuals for professional services. 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.

Section I Financial Summary

FINANCIAL SUMMARY

Revenue

Pursuant to Section 455.2281, 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. Additionally, revenue collected for citations and fines from unlicensed activity cases is deposited into these accounts.

Fiscal Year 2012-2013 Revenue:	
Unlicensed Activity Fees	\$2,389,204.30
Citations	73,040.24
Fines	59,397.41
Citation and Fine cost	14,812.63
Interest Income	93,197
Total	\$ 2,629,651.58

Appropriation

Fiscal Year 2012-13 Appropriation by Division:	
Division of Regulation	\$300,578
Division of Real Estate	285,000
Division of Certified Public Accounting	60,000
Total	\$645,578

Expenditures

From funds provided in Specific Appropriation 2206 Unlicensed Activities, \$561,043.45 was expended at the Department level as detailed in this report. Overall expenditures were less than that of the \$645,578 appropriation causing the Professional Regulation Unlicensed Activity fund to come in under budget.

Fiscal Year 2012-13 Summary Division of Regulation Expenditures by Category:	
Temporary Staff (OPS)	\$168,800
General expense	59,455
Media related expenditures	76,744
Total	\$304,999

Fiscal Year 2012-13 Summary Division of Real Estate Expenditures by Category:	
Temporary Staff (OPS)	\$155,697
General expense	7,230
Media related expenditures	32,684
Total	\$195,611

Fiscal Year 2012-13 Summary Division of CPA Expenditures by Category	
Temporary Staff (OPS)	0
General expense	0
Media related expenditures	60,433.45
Total	<u>\$60,433.45</u>

In accordance with Section 455.2281, Florida Statutes, the Department of Business and Professional Regulation spent these funds on unlicensed activity enforcement and education. Staff from the three divisions performed the functions of complaint processing, investigations, sweeps, and stings of unlicensed individuals and businesses. Staff also conducted numerous outreaches educating the public on the dangers of hiring an unlicensed person. Department expenditures 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 eight percent service charge to General Revenue. Information regarding Expenditures and Revenues are provided in detail in Appendix A.

Section II

Unlicensed Activity Program Efforts

UNLICENSED ACTIVITY PROGRAM EFFORTS

With a duty to protect the health, safety and welfare of Florida citizens and visitors, the Department placed great emphasis on unlicensed activity through proactive efforts and investigations.

Division of Certified Public Accounting

During fiscal year 2012-2013 the Division focused its efforts on raising public awareness by providing education with the Unlicensed Activity Media Campaign and at industry tradeshows and speaking engagements. The majority of the unlicensed activity complaints filed concerned the illegal use of the “certified public accountant” designation. These complaints were primarily received from consumers and licensees. Most oftentimes, staff would issue a Notice to Cease and Desist to the unlicensed individual. Generally, when the unlicensed individual was made aware of the violation, he/she stopped using the designation.

Division of Real Estate

The Division of Real Estate put forth a concerted effort to combat unlicensed activity. The unlicensed activity investigative unit is currently staffed with OPS employees. At the end of the fiscal year four positions were located in Orlando that included one vacancy, one in Jacksonville, and three in Miami, two of which were vacant. All complaints alleging unlicensed real estate activity are considered high priority and were analyzed and processed upon receipt.

In FY 2012-2013, 518 unlicensed complaints were received, down from 1,376 complaints for the previous fiscal year. There were 282 cases completed by the investigators, and 102 Notices to Cease & Desist were issued.

When completed, and when it was determined that the complaint involved unlicensed activity, the report was forwarded to the Division of Real Estate Legal Section and to the State Attorney’s Office. The investigators have also been working with local law enforcement departments, State Attorney Investigators and Postal Inspectors to combat unlicensed activity complaints.

	Fiscal Year 2011-2012	Fiscal Year 2012-2013
Unlicensed Activity Complaints	1,376	518
Investigations Completed	707	282
Cases under investigation at year's end	100	55
Number of Investigators	8	8

Division of Regulation

Outreach and Education: The Division understands the need to educate consumers and licensees about unlicensed activity. The Division placed great emphasis on participating in outreach events statewide, focusing our attention on a wide cross-section of community events. Participation in these events educates consumers on how to avoid the fraudulent or dangerous practices of unlicensed activity. The goal was to complete 480 outreach events during FY 12-13; that goal was exceeded by participation in 491 outreach events.

FY 2012-2013 Outreach
Total Outreaches: 491

Proactive Enforcement: To help maintain the integrity of the licensed professions, the Division of Regulation conducted compliance activities through sweep and sting proactive enforcement. Sweeps refer to compliance checks performed in areas of known or suspected unlicensed activity. Stings refer to enforcement actions in which the Department provides individuals the opportunity to offer services that require a license through bids, proposals or performance of the service to undercover investigators and/or law enforcement personnel. The objective is to curtail unlicensed activity in efforts to protect the public.

FY 2012-2013 Sweeps	FY 2012-2013 Stings
Total Sweeps Conducted: 147	Total Stings Conducted: 11
Cases Opened as a Result: 22	Cases Opened as a Result: 72
Total Sites Visited during Operation: 2,756	

Complaints and Investigations: The Division reviews unlicensed activity complaints through the complaint/investigations process. Complaints are analyzed and may be sent for investigation. Investigations of unlicensed activity may result in a Notice to Cease and Desist, a citation or fines.

Fiscal Year 2012-2013
Total ULA cases opened: 2,466
Notices to Cease and Desist Issued: 701
ULA Citations and Fines Assessed: \$246,619
Number of ULA Citations Issued: 279

Unlicensed Activity Complaints Report FY 2012-2013

	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 (Unlicensed)	Home Inspectors (Unlicensed)	Landscape Architecture (Unlicensed)	Mold Related Services (Unlicensed)	Real Estate (Unlicensed)	Talent Agencies (Unlicensed)	Veterinary Medicine (Unlicensed)	Totals	
Unlicensed Complaints by Profession																					
Complaints Received	100	1	0	14	160	3	65	1455	426	223	4	1	0	15	6	30	518	25	38	3084	
Complaints Legally Sufficient	80	1	0	4	65	0	28	930	183	141	3	1	0	5	3	12	238	11	14	1719	
Investigations Assigned	57	1	0	6	26	0	26	929	61	131	3	0	0	11	2	19	207	12	14	1505	
Investigations Completed	60	1	1	8	28	1	30	989	58	143	2	0	0	13	4	16	282	16	14	1666	
UL Citations Filed	0	0	0	0	69	0	2	20	179	9	0	0	0	0	0	0	0	0	0	279	
Office of the General Counsel																					
Cases Received in Legal	55	1	1	11	26	1	36	838	56	112	2	0	0	12	4	15	290	17	12	1489	
Closed Notice of Cease & Desist	29	1	0	4	1	0	8	574	5	84	0	0	0	6	0	6	102	10	2	832	
Closed Insufficient Evidence	24	0	1	4	10	3	14	251	48	38	1	1	2	3	1	8	242	8	6	665	
Final Orders Filed	0	0	0	1	2	1	3	140	9	16	0	0	0	0	0	1	8	1	0	182	

Complaints Received refers to complaints received and assigned a case number.

Complaints Legally Sufficient refers to complaints that met the standard of legal sufficiency established in section 455.225 (1), Florida Statutes.

Number of Investigations Assigned refers to legally sufficient complaints assigned to an investigator.

Number of Investigations Completed refers to cases completed by the division's investigators

Number of Citations Filed refers to citations filed with department's Agency Clerk.

Cases Received in Legal refers to cases received in the Office of General Counsel from DBPR investigators after their investigation is complete.

Closed Notice of Cease & Desist refers to cases closed based on a Notice of Cease and Desist being issued.

Closed Insufficient Evidence refers to cases closed based on insufficient evidence to prove that the violation occurred.

Final Orders Filed refers to final orders entered, which imposed administrative fines and investigative costs.

* These statistics may not be all inclusive of the reporting period and may include information from previous quarters. Therefore, the numbers should not be added.

Section III
**Operational Budget Allocation and
Expenditures**

OPERATIONAL BUDGET ALLOCATION AND EXPENDITURES

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

Division of Certified Public Accounting Unlicensed Activity Program

Net Budget Allocation: \$60,000

In the last fiscal year 100 unlicensed complaints were received by the Division. The majority of the unlicensed activity complaints filed concerned the illegal use of the “certified public accountant” designation. These complaints were primarily received from consumers and licensees. Generally, when the unlicensed individual was made aware of the violation, he or she stopped using the designation. A Notice to Cease and Desist was oftentimes issued to the unlicensed individual. Consequently, during the Fiscal Year 2012-2013 the Division focused its efforts on raising public awareness by providing education at industry tradeshow and speaking engagements. In addition, all unlicensed activity reports are forwarded to the related State Attorney’s Offices. The Division of Certified Public Accounting directed all appropriated funds to the Unlicensed Activity Media Campaign.

Category	Amount	Details
Media Campaign:	\$60,443.45	Multi-media Campaign: Including Billboards, Radio Advertisements, Google Adwords
Total:	\$60,443.45	

Division of Real Estate Unlicensed Activity Program

Total Budget Allocation \$285,000

The Division of Real Estate puts forth a concerted effort to combat unlicensed activity. The unlicensed activity investigative unit is currently staffed with OPS employees. At the end of the fiscal year four positions were located in Orlando, one in Jacksonville, and three in Miami, two of which were vacant. All complaints alleging unlicensed real estate activity are considered high priority and were analyzed and processed upon receipt.

In FY 2012-2013, 518 unlicensed complaints were received compared to 1,376 complaints for the last fiscal year. There were 282 cases completed by the investigators and 102 Notices to Cease & Desist were issued. When completed, and when it is determined that the complaint involved unlicensed activity, the reports are forwarded to the Division of Real Estate Legal Section and to the State Attorney’s Office. The investigators have also been working with local law enforcement departments, State Attorney Investigators, and Postal Inspectors to combat unlicensed activity complaints.

Category	Amount	Details
Staffing	\$162,927	(8) Temporary Employees (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 25+ cases.
Media Campaign:	\$32,684	Media Campaign involved Public Service Announcements, print advertising and internet Google Adwords.
Total:	\$195,611	

Division of Regulation Unlicensed Activity Program

Total Budget Allocated: \$300,578

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 focused expenditures in three categories: 1) Outreach and Education 2) Enforcement and Investigations 3) Operational expenses for equipment and supplies for preventative and enforcement actions.

Category	Amount	Details
Outreach	\$76,744.11	Multi-media Campaign: Including Billboards, Radio Advertisements, Google Adwords
	\$9,168.21	Participation in Outreach Events and Presentations: Including Trade Show Registrations, Travel Expenses
	\$17,232.48	Unlicensed Activity Hotline Promotional Items: Including Brochures and various promotional merchandise
	Total= \$103,144.80	
Enforcement	\$168,799.60	Staffing: Including Unlicensed Activity Investigators, who sought out, investigated unlicensed activity, engaged in proactive enforcement and provided information to consumers regarding licensure and possible violations of laws and rules by licensees regulated by the Department; Unlicensed Activity Analysts who staff the Toll Free Hotline; and one Administrative Assistant
	\$14,680.71	Investigative Tools: Including electronic equipment to assist investigators in the field to verify licenses, software to indentify unlicensed subjects, and any other tools necessary to conduct investigations, sweeps, stings or outreaches
	Total= \$183,480.31	
Operations	\$18,373.94	Equipment and Operation: Including rental equipment, copiers, postage, office rental space and office supplies all to provide Unlicensed Activity staff the necessary tools to carry out investigations and other functions related to the program.
Total:	\$304,999.0	

Section IV **Multi-Media Campaign**

**Florida Department of Business and Professional Regulation
Unlicensed Activity Media Campaign: “Hire a Licensed Professional”
FY2012/2013 Report**

Background

The Department of Business and Professional Regulation licenses and regulates nearly one million of Florida’s professionals and businesses. Unlicensed activity occurs when an individual is compensated for work that requires a state license and the individual does not hold the required license. Unlicensed activity can threaten the livelihood of law-abiding, state-licensed professionals and may also pose personal or financial harm to consumers.

Per Section [455.2281](#), Florida Statutes the Department collects \$5 per initial and renewal licensure fees for combating unlicensed activity. Part of the efforts to combat unlicensed activity is a coordinated media campaign, including paid advertising in digital, print and radio. In addition, other public relations activities were added to last year’s media campaign.

The Office of Communications developed three media campaigns that would support each other throughout the fiscal year – one for the Division of Regulation and the professions it supports, one for the Division of Real Estate and one for the Division of Certified Public Accountants.

Target Audience

The most effective way to stop unlicensed activity is to only hire licensed Florida professionals. Consumers should be educated about what services require a license, encouraged to verify state licenses before hiring a professional or signing a contract for licensed services and encouraged to report suspected unlicensed activity. Floridians seeking services that require a DBPR license were one of two target audiences for the campaign.

Additionally, unlicensed activity has a negative impact on licensed professionals. Licensed professionals should report unlicensed activity to the Department to protect the integrity and value of their own licenses. This group was the second target audience of the campaign.

Goals

The primary goal of the Unlicensed Activity Media Campaign was to raise awareness about the threats that unlicensed activity poses to both consumers and licensed professionals. The following objectives were pursued throughout the campaign:

- Increase the number of Florida consumers and licensed professionals exposed to educational information about what services require a license;
- Increase the number of Florida consumers and licensed professionals exposed to educational information about how to verify a license, shown by an increase in the number of times the Department’s “Verify a License” page was accessed; and
- Increase the number of Florida consumers and licensed professional exposed to educational information about how to report unlicensed activity.

Key Messages

Specific messages were developed to correlate with the advertising graphics and many were custom-tailored to individual professions. Each message focused on the importance of verifying state licenses and reporting unlicensed activity, driving consumers to the website, www.myfloridalicense.com, and asking consumers to report suspected unlicensed activity by calling 1-866-532-1440 or reporting the unlicensed activity on the Department's website.

Budget Allotted

The total amount budgeted for the FY2012-2013 was \$171,000. The following lists the breakdown of the budget:

- Division of Regulation – \$78,000
- Division of Real Estate – \$33,000
- Division of Certified Public Accountants – \$60,000

Budget Spent

The Office of Communications successfully executed the FY2012-2013 Unlicensed Activity Media Campaign.

The total amount spent was 161,042.95, broken down as follows:

- Division of Regulation – \$72,953.31 Org code 79309000000
- Division of Real Estate – \$31,214.70 Org code 709000025
- Division of Certified Public Accountants – \$56,874.94 Org code 79529001001

Division of Regulation

Research Summary

The Division of Regulation is responsible for enforcing the laws and regulations for nearly half a million licensed professionals in more than 19 different professional industries.

The Office of Communications reviewed all unlicensed activity complaints received over Fiscal Year 2011-2012 to identify the license categories with the highest number of complaints. Last fiscal year, the Department received more than 1,100 legally sufficient complaints about unlicensed construction, electrical and contractor activity; 174 legally sufficient complaints about unlicensed cosmetology; 106 legally sufficient complaints about unlicensed architecture activity; and 72 legally sufficient complaints about unlicensed barber activity.

The Office also reviewed summary reports from previous campaigns, specifically budgets and whether the campaigns included objectives and evaluation stages. Formal research studies from the Pew Internet Center were reviewed to evaluate digital advertising options. Staff members involved in previous years' campaigns were interviewed to determine what strategies were effective and information was gathered from staff about any specific industry concerns.

Target Audiences

The general target audiences were Floridians who are seeking services which would require a professional license and currently licensed Florida professionals. Interactions with specific industries or regions of the state were often tailored specific to the audience.

Key Messages

Target Audience: Floridians seeking services that require a professional license

Message: Encourage consumers to verify licenses and to report unlicensed activity to DBPR.

Target Audience: Licensed professionals

Message: Encourage licensed professionals to report unlicensed activity to DBPR.

Campaign Plan

Strategy: Highlight professions with the highest unlicensed activity complaint numbers. Remind consumers to check state licenses before point of sale; encourage consumers and licensed professionals to report suspected unlicensed activity.

Tactics: Use a combination of print, radio, billboard and digital advertising. Work with newspapers in major metropolitan areas to run op-ed pieces and letters to the editor.

Total Budget: \$78,000

Total Spent: \$72,953.31

- \$40,000 allotted for digital advertising, search engine optimization and pay-per-click advertising
 - \$30,000 allotted for statewide pay-per-click advertising on search engine sites
 - Campaign duration: November 2012 – June 2013
 - Pay-per-click advertising will show up when someone uses a search engine to look for key words, such as “Tampa contractor”
 - Will link to www.myfloridalicense.com
 - \$10,000 allotted for digital advertising with *Florida Trend*
- \$15,000 allotted for billboard advertising
 - Included free digital billboard advertising throughout the state
 - 15 poster panels at production costs of \$435 per billboard
 - Reach: 75,432 persons weekly
 - Six vinyl billboards ranging from 36’ to 48’ in high-traffic locations
 - Reach: 124,602 persons weekly
 - Space and digital posting space all donated by Florida Outdoor Advertising Association members
- \$23,000 for radio advertising



- \$14,000 for English-language ads statewide
- \$6,000 for Spanish-language ads in Central Florida and South Florida
- \$3,000 for Creole-language ads in South Florida

The budget is allocated by the Division of Regulation for paid advertising.

Radio Advertising

Radio Ads

Radio spots aired on stations throughout the state in English, Spanish and Creole.

Digital Advertising

Search Engine Optimization

The Department used search engine optimization and pay-per-click web ads to target consumers using online search engines to look for keywords, such as “contractor” or “plumber.”

From December 2012 through June 2013, these ads delivered a total of 2,180,374 impressions from more than 1,000 keywords searches on Google, Yahoo! and Bing search engines.

Campaign report (All Time)

Campaign	Month	Impressions	CTR	Clicks	Avg. CPC	Cost
General						
	Dec	298,135	2.35%	6,998	0.61	4,300.62
	Jan	433,777	2.22%	9,629	0.58	5,593.09
	Feb	286,182	2.49%	7,116	0.48	3,404.73
	Mar	336,759	2.58%	8,689	0.4	3,433.45
	Apr	286,536	2.73%	7,825	0.44	3,424.49
	May	275,263	3.23%	8,903	0.38	3,427.14
	Jun	263,722	3.27%	8,621	0.4	3,449.32

Digital advertising through state media websites – \$10,000

**Unlicensed Activity
is Against the Law.**



LICENSED



TESTED



TRUSTED

**Hire Licensed
Professionals**
www.MYFLORIDALICENSE.com
Florida Department of
Business &
Professional
Regulation

Delivery Report: Digital ads were placed on www.FloridaTrend.com

- Three months on FloridaTrend.com
- Ads on daily e-newsletter once a week for three months

Billboard advertising through the Florida Outdoor Advertisers Association – \$15,000

The campaign worked with the Florida Outdoor Advertising Association to purchase and post billboards with an estimated display period of 30 days for each poster panel. Digital billboards were also posted throughout the state at no additional cost.

Hire A Licensed Professional

LICENSED.
TESTED.
TRUSTED.

**Unlicensed Activity
is Against the Law.**

Florida Department of
Business &
Professional
Regulation

FOAA www.MYFLORIDALICENSE.com

- 15 poster panels
 - Reach: 75,432 persons weekly
 - Two 14'x47' vinyl billboards
 - Reach: 124,602 persons weekly
 - Two 12'x40' vinyl billboards
 - Reach: 124,602 persons weekly
 - Two 10'6"x 36' vinyl billboards
 - Reach: 124,602 persons weekly
-

Division of Real Estate

Summary

The Division of Real Estate's Unlicensed Activity Media Campaign was coordinated with review and approval from the Florida Realtors®. Digital advertising was placed based on the level of visibility to people in the market for homes.

Target Audiences:

Floridians in the market to purchase a home or property and licensed Florida real estate professionals were the target audiences for this campaign.



Key Messages

The targeted real estate ads reminded consumers to check state licenses before hiring a real estate professional and provided the Department's website for consumers and licensed real estate professionals to check licenses and report unlicensed activity.

Total Budget: \$33,000

Total Spent: \$31,214.70

Using a total allotted budget of \$33,000, the following types of media were used for the Division of Real Estate:

- \$9,000 allotted for Digital and print advertising with Florida Realtors®
 - FloridaRealtors.org – Florida Realtors association official web site
 - Full banner (468 x 60 pixels) rotate on site – \$5,150 for 11-week frequency
 - Florida Realtors News daily email newsletter – (5 drops per week)
 - Text advertisement w/link – \$1,745 per insertion based on 1-week frequency
 - Florida Realtor magazine
 - (1/3) one-third-page, 4/C – \$2,105 based on 1-issue frequency
- \$6,000 allotted for billboard advertising
 - Includes free digital billboard advertising throughout the state
 - 12 poster panels at production costs of \$435 per billboard
 - Reach: 75,432 persons weekly
 - Space and digital posting space all donated by FOAA members
- \$12,000 allotted for statewide pay-per-click advertising on search engine sites
 - Campaign ran November 2012 – June 2013
 - Pay-per-click advertising will show up when someone uses a search engine to look for key words, such as “Orlando realtor”
 - Will link to www.myfloridalicense.com

Campaign report (All Time)

Campaign	Month	Impressions	CTR	Clicks	Avg. CPC	Cost
Real Estate						
	Dec	81,006	2.03%	1,648	1.22	2,011.85
	Jan	131,977	1.99%	2,626	0.86	2,268.41
	Feb	68,134	3.11%	2,120	0.62	1,306.57
	Mar	98,938	1.74%	1,721	0.76	1,304.67
	Apr	110,813	1.08%	1,195	1.13	1,349.80
	May	115,300	1.10%	1,268	1.05	1,327.87
	Jun	103,588	1.27%	1,315	1.02	1,336.72



Florida Department of
**Business &
Professional
Regulation**

**Unlicensed Activity
is Against the Law.**

Visit:
www.MYFLORIDALICENSE.com

Radio Advertising

Real estate radio ads placed – \$6,000

- \$6,000 for English-language statewide radio advertising

Delivery Report: 4,690 radio spots were delivered in markets throughout the state.

Florida Realtors® Advertising: \$9,000

The Department purchased a one-third-page, four-color ad in the Florida Realtor® magazine. The ad ran in the January/February 2013 edition. As of June 2011, **the average qualified circulation was 105,908.**

The media campaign also included digital ads on floridarealtors.org for 11 weeks and one week of ads in the association's email newsletter in March.

Division of Certified Public Accounting

Summary

The Division of Certified Public Accounting's Unlicensed Activity Media Campaign was coordinated with review and approval from the Florida Institute of Certified Public Accountants.

Target Audiences

This campaign targeted Floridians who are contemplating hiring a certified public accountant or firm to assist with tax preparation or filing for tax returns.

The campaign also targeted currently licensed Florida CPAs, encouraging them to report suspected unlicensed activity to the Department.

Key Messages



Target Audience: Floridians seeking a certified public accountant or CPA firm to assist with tax preparation or filing for tax returns

Message: Encourage consumers to check state licenses before hiring a certified public accountant and to report unlicensed activity to the Department.

Target Audience: Licensed Florida CPAs

Message: Encourage licensed CPAs to report unlicensed activity to the Department.

Total Budget: \$60,000

Total Spent: \$56,874.94

Using a total allotted budget of \$60,000, the following types of media were used for the Division of Certified Public Accounting:

- No cost: Florida Institute of Certified Public Accountants (FICPA) Digital Advertising
 - Home page banner ads for five months (Jan. – May)
 - Banner ads incorporated FICPA logo and partnership
- \$250 to support Student PSA Video Contest
 - Covers administrative costs, including printing and mailing promotional materials
 - FICPA donating \$2,500 in prize money
- \$10,000 allotted for billboard advertising
 - Includes free digital billboard advertising throughout the state
 - 15 poster panels at production costs of \$435 per billboard
 - Reach: 75,432 persons weekly
 - Three 36' billboards at \$1,200 each in high-traffic locations
 - Reach: 124,602 persons weekly
 - Space and digital posting space all donated by FOAA members
- \$20,000 allotted for statewide pay-per-click advertising on search engine sites
 - Campaign ran December 2012 – April 2013
 - Pay-per-click advertising will show up when someone uses a search engine to look for key words, such as "Tampa CPA"
 - Will link to www.myfloridalicenses.com
- \$17,000 for radio advertising
 - \$12,000 for English-language ads statewide
 - \$5,000 for Spanish-language ads in Central Florida and South Florida
- \$7,000 for Hispanic print advertising
 - La Gaceta – Tampa, weekly
 - Circulation: 18,000 in Tampa and St. Petersburg

- Buy: 1/8 page for 7 weeks at \$94.50 per week; Total: \$661.50
- El Nuevo Herald – South Florida, daily
 - Circulation: 58,573 daily in Miami-Dade, Broward and Monroe counties
 - Buy: 3 col x 4” for 6 days at \$684 per day; Total: \$4,104
- La Prensa – Central Florida, weekly
 - Circulation: 54,955 weekly in Lake, Orange, Seminole, Osceola and Polk counties
 - Buy: 1/8 page for 10 weeks at \$220 per week; Total: \$2,200
- \$6,750 for Pennysaver Print Advertising
 - Caribbean Today – South Florida, monthly
 - Buy: 1/8 page for two months at \$447/month; Total: \$832
 - Circulation – 40,000 in South Florida, Orlando, Tampa and Tallahassee
 - Tallahassee American Classifieds – Big Bend, weekly
 - Buy: 1/8 page for 5 weeks at \$120/week; Total: \$600
 - Circulation: 30,000 in Tallahassee
 - The Penny Saver – Tampa, weekly
 - Buy: 1/8 page for 6 weeks at \$54/week; Total: \$324
 - Circulation: 5,000 in Tampa
 - Moneysaver – Suburban Tampa, monthly
 - Buy: 1/8 page for 4 months at \$700/month; Total: \$2,800
 - Circulation: 60,000 in Carrollwood, Westchase, Lutz, Pasco, New Tampa and Wesley Chapel
 - Orlando Pennysaver – Central Florida, monthly
 - Buy: 1/8 page for 3 months at \$180/month; Total: \$540
 - Circulation: 50,000 for Orange and Seminole counties
 - Cape Coral Saturday Breeze – Cape Coral, weekly
 - Buy: 1/8 page for 6 weeks at \$149/week; Total: \$894
 - Circulation: 37,000 households in Cape Coral delivered every Saturday
 - Lee County Shopper – Lee County, weekly
 - Buy: 1/8 page for 4 weeks at \$195/week; Total: \$780
 - Circulation: 132,000 in Lee County

Radio Advertising

CPA radio ads placed – \$17,000

Delivery Report: 4,620 radio spots delivered throughout the state, with an additional 174 Spanish ads placed on Hispanic stations.

Billboard advertising through the Florida Outdoor Advertisers Association – \$8,820

The campaign worked with the Florida Outdoor Advertising Association to purchase and post billboards with an estimated display period of 30 days for each poster panel. Digital billboards were also posted throughout the state at no additional cost.

- Free digital billboard advertising throughout the state
- 12 poster panels at production costs of \$435 per billboard
 - Reach: 75,432 persons weekly
- Three 10'6"x 36' vinyl billboards at \$1,200 each in high-traffic locations
 - Reach: 124,602 persons weekly

Digital Advertising

Partnership advertising with the Florida Institute of Certified Public Accountants



The FICPA donated web advertising space on its homepage for five months (Jan. – May)

Banner ads incorporated FICPA logo and partnership.

Statewide digital advertising: \$12,000

The Department used search engine optimization and pay-per-click web ads to target consumers using online search engines to look for keywords, such as “Orlando CPA.”

From December 2012 through June 2013

Campaign report (All Time)

Campaign	Month	Impressions	CTR	Clicks	Avg. CPC	Cost
CPA						
	Dec	72,107	0.87%	626	1.59	997.54
	Jan	100,221	0.94%	942	1.81	1,705.40
	Feb	174,461	0.76%	1,326	2.17	2,878.59
	Mar	193,141	0.80%	1,550	1.97	3,058.63
	Apr	208,893	0.81%	1,693	1.86	3,142.39
	May	176,995	0.92%	1,627	1.87	3,044.43
	Jun	164,975	0.98%	1,619	1.88	3,048.98

Print Advertising

The Department advertised with print ads in Hispanic newspapers throughout the state, running ads primarily between December 2012 and April 2013.

Delivery Report:

- La Gaceta – Tampa, weekly
 - Circulation: 18,000 in Tampa and St. Petersburg
 - Buy: 1/8 page for 7 weeks at \$94.50 per week; Total: \$661.50
- El Nuevo Herald – South Florida, daily
 - Circulation: 58,573 daily in Miami-Dade, Broward and Monroe counties
 - Buy: 3 col x 4” for 6 days at \$684 per day; Total: \$4,104
- La Prensa – Central Florida, weekly
 - Circulation: 54,955 weekly in Lake, Orange, Seminole, Osceola and Polk counties
 - Buy: 1/8 page for 10 weeks at \$220 per week; Total: \$2,200

Pennysaver Print Ads

The Department spent \$6,750 on print ads in pennysaver publications throughout the state.

Delivery Report:

- Caribbean Today – South Florida, monthly
 - Buy: 1/8 page for two months at \$447/month; Total: \$832
 - Circulation – 40,000 in South Florida, Orlando, Tampa and Tallahassee
- Tallahassee American Classifieds – Big Bend, weekly
 - Buy: 1/8 page for 5 weeks at \$120/week; Total: \$600
 - Circulation: 30,000 in Tallahassee
- The Penny Saver – Tampa, weekly
 - Buy: 1/8 page for 6 weeks at \$54/week; Total: \$324
 - Circulation: 5,000 in Tampa
- Moneysaver – Suburban Tampa, monthly
 - Buy: 1/8 page for 4 months at \$700/month; Total: \$2,800
 - Circulation: 60,000 in Carrollwood, Westchase, Lutz, Pasco, New Tampa and Wesley Chapel
- Orlando Pennysaver – Central Florida, monthly
 - Buy: 1/8 page for 3 months at \$180/month; Total: \$540
 - Circulation: 50,000 for Orange and Seminole counties
- Cape Coral Saturday Breeze – Cape Coral, weekly
 - Buy: 1/8 page for 6 weeks at \$149/week; Total: \$894
 - Circulation: 37,000 households in Cape Coral delivered every Saturday
- Lee County Shopper – Lee County, weekly
 - Buy: 1/8 page for 4 weeks at \$195/week; Total: \$780
 - Circulation: 132,000 in Lee County

Additional efforts for the Unlicensed Activity Certified Public Accounting Media Campaign:

With a total of 68 legally sufficient complaints over the past fiscal year, CPAs were among the top five professions regulated by DBPR with the highest number of unlicensed activity complaints. Additionally, the Florida Board of Accountancy and the Florida Institute of Certified Public Accountants (FICPA) specifically requested the use of public service announcements (PSAs) in the campaign. Although the cost to produce and air PSAs would exceed the budget allocation for the campaign, DBPR determined it needed to identify a creative, inexpensive way to create PSAs.

DBPR and the FICPA planned a contest for accounting students to create PSAs that would support the efforts against unlicensed activity with the following objectives:

1. By October 1, 2012, register at least 10 student teams from colleges and universities throughout Florida in the contest.
2. By November 12, 2012, receive at least 10 PSA video entries into the contest which demonstrate the potential risks unlicensed certified public accounting has on consumers.
3. Obtain at least five video PSAs which DBPR and the FICPA can use in the annual media campaigns to raise consumer awareness about unlicensed certified public accounting by January 31, 2013.

4. By the end of the contest on January 31, 2013, use less than \$250 for expenses plus staff time and donated prize money.

Through a panel of judges and public voting on the submissions, the three videos receiving the most votes won the contest. More than 20 teams registered to participate and more than 10 videos were submitted. Additionally, the campaign expenses totaled only \$222.68 plus staff time and donated prize money from FICPA; therefore, all contest objectives were met or exceeded.

CAMPAIGN GRAPHICS



General Campaign Billboard



CPA Campaign Billboard



Real Estate Campaign Billboard

Trabajar sin Licencia es Contra la Ley.

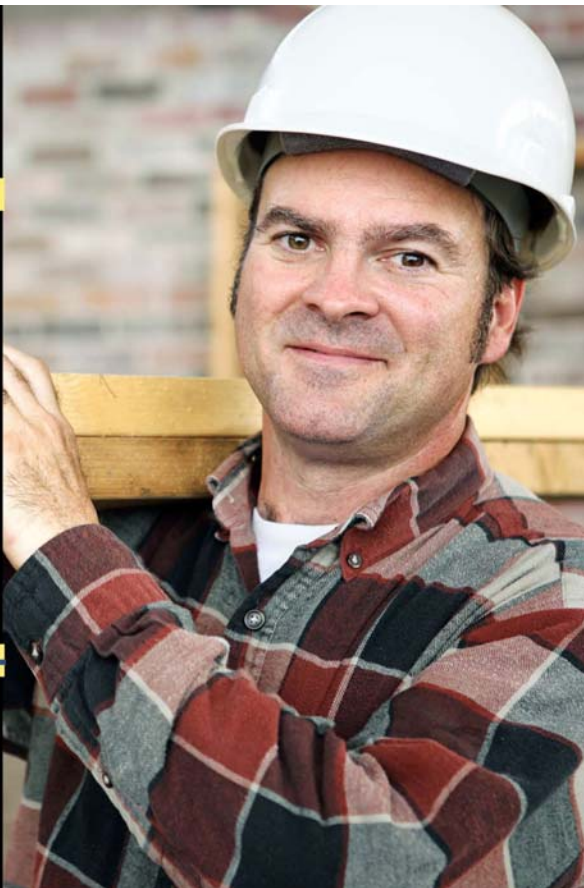
Contrate un Censor Jurado
de Cuentas con una licencia

LICENCIADO • PROBADO • EN EL QUE SE PUEDE CONFIAR

Florida Department of
**Business &
Professional
Regulation**

Revise las licencias del estado en:
www.MYFLORIDALICENSE.com

Spanish CPA Print Ad



**Hire A
Licensed
Professional**

LICENSED • TESTED • TRUSTED


**Unlicensed Activity
is Against the Law.**

Tips:

- License numbers should be on contracts.
- Contracts should be in writing with specific details and payment schedule.
- Be aware of the responsibility of pulling an Owner Builder Permit

Check State Licenses at:
www.MYFLORIDALICENSE.com

Report Unlicensed Activity at:
1-866-532-1440



Poster

Budget - CPA

Date	AMOUNT	VNAME	ADVERTISING COMPANY
04/05/13	\$ 324.00	PENNY SAVER WEEK	Penny Saver Weekly
03/05/13	\$ 180.00	ORLANDO PENNYSAV	Orlando Pennysaver
01/24/13	\$ 180.00	ORLANDO PENNYSAV	Orlando Pennysaver
04/25/13	\$ 180.00	ORLANDO PENNYSAV	Orlando Pennysaver
04/18/13	\$ 2,052.00	N/A	Miami Herald - El Nuevo Herald
03/20/13	\$ 2,052.00	N/A	Miami Herald - El Nuevo Herald
06/12/13	\$ 661.50	LA GACETA PUBLIS	La Gaceta
01/11/13	\$ 2,200.00	IMPREMEDIA	La Prensa
04/12/13	\$ 5,220.00	FOAA	Florida Outdoor Advertising
04/12/13	\$ 3,600.00	FOAA	Florida Outdoor Advertising
09/19/12	\$ 207.68	FICPA	Florida Institute of CPAs
03/27/13	\$ 700.00	DUNNDEAL PUBLICA	Tampa Moneysavers
02/27/13	\$ 700.00	DUNNDEAL PUBLICA	Tampa Moneysavers
12/28/12	\$ 700.00	DUNNDEAL PUBLICA	Tampa Moneysavers
01/31/13	\$ 700.00	DUNNDEAL PUBLICA	Tampa Moneysavers
06/17/13	\$ 3,763.05	DELUXE	Deluxe Small Business Sales
05/21/13	\$ 3,453.49	DELUXE	Deluxe Small Business Sales
04/18/13	\$ 159.80	DELUXE	Deluxe Small Business Sales
04/18/13	\$ 3,201.63	DELUXE	Deluxe Small Business Sales
04/16/13	\$ 3,361.43	DELUXE	Deluxe Small Business Sales
04/18/13	\$ (3,361.43)	DELUXE	Deluxe Small Business Sales
03/27/13	\$ 3,741.79	DELUXE	Deluxe Small Business Sales
03/18/13	\$ 1,892.99	DELUXE	Deluxe Small Business Sales
02/27/13	\$ 1,107.27	DELUXE	Deluxe Small Business Sales
07/25/13	\$ 3,350.83	DELUXE	Deluxe Small Business Sales
04/18/13	\$ 625.00	CLEAR CHANNEL ST	Clear Channel - Spanish PSAs
04/15/13	\$ 4,000.00	CLEAR CHANNEL ST	Clear Channel
03/08/13	\$ 1,855.00	CLEAR CHANNEL ST	Clear Channel - Spanish PSAs
03/08/13	\$ 4,000.00	CLEAR CHANNEL ST	Clear Channel
02/15/13	\$ 2,520.00	CLEAR CHANNEL ST	Clear Channel - Spanish PSAs
02/15/13	\$ 4,000.00	CLEAR CHANNEL ST	Clear Channel
03/21/13	\$ 415.71	CARIBBEAN TODAY	Carribbean Today
01/24/13	\$ 415.71	CARIBBEAN TODAY	Carribbean Today
03/08/13	\$ 596.00	BREEZE NEWSPAPER	Breeze Newspapers
04/05/13	\$ 780.00	BREEZE NEWSPAPER	Breeze Newspapers
04/05/13	\$ 298.00	BREEZE NEWSPAPER	Breeze Newspapers
03/21/13	\$ 120.00	AMERICAN CLASSIF	Tallahassee American Classified
03/21/13	\$ 120.00	AMERICAN CLASSIF	Tallahassee American Classified
03/21/13	\$ 120.00	AMERICAN CLASSIF	Tallahassee American Classified
03/21/13	\$ 120.00	AMERICAN CLASSIF	Tallahassee American Classified
03/21/13	\$ 120.00	AMERICAN CLASSIF	Tallahassee American Classified
TOTAL SPENT	\$60,433.45		

Budget – Division of Real Estate

DATE	AMOUNT	VNAME	ADVERTISING COMPANY
07/10/12	\$ 2,499.85	WOFL FOX 35	Oregon Television
07/11/12	\$ 2,450.00	THE MIAMI HERALD	The Miami Herald
07/11/12	\$ 2,500.00	ST PETERSBURG TI	Tampa Bay Times
07/12/12	\$ 5,000.00	LOCALEGE	Local Edge
04/12/13	\$ 5,655.00	FOAA	Florida Outdoor Advertising
07/09/12	\$ 2,500.00	FLORIDA TREND	Trend Magazines
06/26/13	\$ 468.19	FLORIDA REALTORS	Florida Association of Realtors
06/26/13	\$ 936.38	FLORIDA REALTORS	Florida Association of Realtors
05/30/13	\$ 936.38	FLORIDA REALTORS	Florida Association of Realtors
05/15/13	\$ 1,745.00	FLORIDA REALTORS	Florida Association of Realtors
05/10/13	\$ 936.38	FLORIDA REALTORS	Florida Association of Realtors
01/24/13	\$ 2,105.00	FLORIDA REALTORS	Florida Association of Realtors
12/17/12	\$ 936.38	FLORIDA REALTORS	Florida Association of Realtors
12/13/12	\$ 936.38	FLORIDA REALTORS	Florida Association of Realtors
07/12/12	\$ 3,255.00	FLORIDA REALTORS	Florida Association of Realtors
07/12/12	\$ 1,745.00	FLORIDA REALTORS	Florida Association of Realtors
06/17/13	\$ 1,456.01	DELUXE	Deluxe Small Business Sales
05/21/13	\$ 1,482.76	DELUXE	Deluxe Small Business Sales
04/18/13	\$ 63.92	DELUXE	Deluxe Small Business Sales
04/18/13	\$ 1,369.91	DELUXE	Deluxe Small Business Sales
04/16/13	\$ 1,433.83	DELUXE	Deluxe Small Business Sales
03/27/13	\$ 1,435.92	DELUXE	Deluxe Small Business Sales
03/18/13	\$ 2,517.94	DELUXE	Deluxe Small Business Sales
02/27/13	\$ 2,233.15	DELUXE	Deluxe Small Business Sales
07/25/13	\$ 1,469.06	DELUXE	Deluxe Small Business Sales
04/15/13	\$ 2,000.00	CLEAR CHANNEL ST	Clear Channel
03/08/13	\$ 2,000.00	CLEAR CHANNEL ST	Clear Channel
02/15/13	\$ 2,000.00	CLEAR CHANNEL ST	Clear Channel

TOTAL SPENT \$ 54,067.44

Section V **Complaint Access**

UNLICENSED ACTIVITY COMPLAINTS ACCESS

The Department encourages all Floridians to help fight unlicensed activity. Consumers and licensees have many user-friendly options for making their voices and concerns heard to each respective division, and specifically their Unlicensed Activity Program teams. The following 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 at ula@myfloridalicense.com.
- Complaints may be mailed to the Department at 1940 North Monroe Street, Tallahassee, FL 32399-0782.
- Complaints relating to Public Accounting may be mailed to 240 NW 76th Drive Suite A, Gainesville, FL 32607.
- Complaints relating to Real Estate may be mailed to 400 West Robinson Street, N801, Orlando, FL 32801.
- Consumers may call the toll free hotline at 1-(866) 532-1440.
- Consumers may call the customer contact center at (850) 487-1395.

**FLORIDA BUILDING CODE ADMINISTRATORS AND INSPECTORS BOARD
 UNLICENSED ACTIVITY ACCOUNT
 STATEMENT OF REVENUE AND EXPENDITURES
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	6/30/2013	6/30/2012
Unlicensed Activity Fees	\$ 3,395	45,980
Investment Earnings	<u>4,853</u>	<u>6,328</u>
Total Revenues	<u>8,248</u>	<u>52,308</u>
EXPENSES		
General Counsel	5,126	
Investigations	447	1,283
Refunds	25	70
Service Charge to General Revenue	<u>669</u>	<u>3,614</u>
Total Expenses	<u>6,267</u>	<u>4,967</u>
CHANGE IN ACCOUNT BALANCE	1,981	47,341
TRANSFERS		
Transfer to General Revenue	8,049	
ACCOUNT BALANCE, Beginning of Period	<u>311,686</u>	<u>264,345</u>
ACCOUNT BALANCE, End of Period	<u>\$ 305,618</u>	<u>\$ 311,686</u>

**FLORIDA REAL ESTATE APPRAISAL BOARD
 UNLICENSED ACTIVITY ACCOUNT
 STATEMENT OF REVENUE AND EXPENDITURES
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	<u>6/30/2013</u>	<u>6/30/2012</u>
Unlicensed Activity Fees	\$ 38,840	\$ 2,310
Investment Earnings	<u>1,419</u>	<u>2,006</u>
Total Revenues	<u>40,259</u>	<u>4,316</u>
EXPENSES		
Investigations	15,373	36,016
Refunds	-	10
Service Charge to General Revenue	<u>3,291</u>	<u>173</u>
Total Expenses	<u>18,664</u>	<u>36,199</u>
CHANGE IN ACCOUNT BALANCE	21,596	(31,883)
ACCOUNT BALANCE, Beginning of Period	<u>88,156</u>	<u>120,038</u>
ACCOUNT BALANCE, End of Period	<u>\$ 109,752</u>	<u>\$ 88,155</u>

**FLORIDA REAL ESTATE COMMISSION
UNLICENSED ACTIVITY ACCOUNT
STATEMENT OF REVENUE AND EXPENDITURES
FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	6/30/2013	6/30/2012
Unlicensed Activity Fees	\$ 833,759	\$ 822,028
Investment Earnings	34,713	40,564
	<u>868,472</u>	<u>862,592</u>
Total Revenues		
 EXPENSES		
Board Admin	183,502	171,361
General Counsel/Legal	131,363	42,699
Refunds	5	25
Service Charge to General Revenue	70,860	63,332
	<u>385,730</u>	<u>277,416</u>
Total Expenses		
 TRANSFERS		
Transfer of Excess Cash to General Revenue	60,908	592,502
	<u>60,908</u>	<u>592,502</u>
Total Transfers		
 CHANGE IN ACCOUNT BALANCE	421,834	(7,327)
 ACCOUNT BALANCE, Beginning of Period	1,977,578	1,984,905
	<u>1,977,578</u>	<u>1,984,905</u>
 ACCOUNT BALANCE, End of Period	\$ 2,399,412	\$ 1,977,578
	<u><u>2,399,412</u></u>	<u><u>1,977,578</u></u>

**MOLD-RELATED SERVICES LICENSING UNIT
UNLICENSED ACTIVITY ACCOUNT
FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	6/30/2013	6/30/2012
Unlicensed Activity Fees	\$ 9,920	\$ 10,550
Investment Earnings	<u>527</u>	<u>510</u>
Total Revenues	<u>10,447</u>	<u>11,060</u>
 EXPENSES		
General Counsel	847	
Investigations	5,703	4,277
Refunds	5	10
Service Charge to General Revenue	<u>852</u>	<u>812</u>
Total Expenses	<u>7,408</u>	<u>5,099</u>
 CHANGE IN ACCOUNT BALANCE	3,039	5,961
 ACCOUNT BALANCE, Beginning of Period	<u>28,329</u>	<u>22,368</u>
 ACCOUNT BALANCE, End of Period	<u>\$ 31,368</u>	<u>\$ 28,329</u>

**HOME INSPECTORS LICENSING UNIT
 UNLICENSED ACTIVITY ACCOUNT
 STATEMENT OF REVENUE AND EXPENDITURES
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	6/30/2013	6/30/2012
Unlicensed Activity Fees	\$ 16,840	\$ 24,350
Investment Earnings	<u>860</u>	<u>649</u>
Total Revenues	<u>17,700</u>	<u>24,999</u>
 EXPENSES		
Investigations	3,619	2,566
General Counsel/Legal	236	954
Refunds	10	5
Service Charge to General Revenue	<u>1,442</u>	<u>1,876</u>
Total Expenses	<u>5,308</u>	<u>5,401</u>
 CHANGE IN ACCOUNT BALANCE	12,392	19,598
 ACCOUNT BALANCE, Beginning of Period	<u>41,788</u>	<u>22,190</u>
 ACCOUNT BALANCE, End of Period	<u><u>\$ 54,180</u></u>	<u><u>\$ 41,788</u></u>

**CONSTRUCTION INDUSTRY LICENSING BOARD
 UNLICENSED ACTIVITY ACCOUNT
 STATEMENT OF REVENUE AND EXPENDITURES
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	6/30/2013	6/30/2012
Unlicensed Activity Fees	\$ 290,192	\$ 153,880
Fines	<u>38,463</u>	<u>63,023</u>
Total Revenues	<u>328,655</u>	<u>216,903</u>
EXPENSES		
Investigations	334,717	311,057
General Counsel/Legal	160,709	225,428
Refunds	15	
Service Charge to General Revenue	26,709	18,108
Interest Assessment	<u>1,844</u>	<u>784</u>
Total Expenses	<u>523,994</u>	<u>555,377</u>
CHANGE IN ACCOUNT BALANCE	(195,339)	(338,474)
ACCOUNT BALANCE, Beginning of Period	<u>(152,946)</u>	<u>185,528</u>
ACCOUNT BALANCE, End of Period	<u>\$ (348,285)</u>	<u>\$ (152,946)</u>

ASBESTOS UNIT
UNLICENSED ACTIVITY ACCOUNT
STATEMENT OF REVENUE AND EXPENDITURES
FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)

REVENUES	6/30/2013	6/30/2012
Unlicensed Activity Fees	\$ 1,200	\$ 1,100
Investment Earnings	129	150
	<u>1,329</u>	<u>1,250</u>
Total Revenues		
 EXPENSES		
Investigations	136	437
Refunds	10	
Service Charge to General Revenue	108	85
	<u>254</u>	<u>522</u>
Total Expenses		
 CHANGE IN ACCOUNT BALANCE	1,075	728
 ACCOUNT BALANCE, Beginning of Period	<u>7,316</u>	<u>6,588</u>
 ACCOUNT BALANCE, End of Period	<u>\$ 8,391</u>	<u>\$ 7,316</u>

**ATHLETE AGENTS
 UNLICENSED ACTIVITY ACCOUNT
 STATEMENT OF REVENUE AND EXPENDITURES
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	<u>6/30/2013</u>	<u>6/30/2012</u>
Unlicensed Activity Fees	\$ 360	\$ 1,050
Investment Earnings	<u>50</u>	<u>72</u>
Total Revenues	<u>410</u>	<u>1,122</u>
EXPENSES		
Investigations	244	658
General Counsel/Legal	-	954
Refunds	5	
Service Charge to General Revenue	<u>33</u>	<u>81</u>
Total Expenses	<u>282</u>	<u>1,693</u>
CHANGE IN ACCOUNT BALANCE	128	(571)
ACCOUNT BALANCE, Beginning of Period	<u>3,120</u>	<u>3,690</u>
ACCOUNT BALANCE, End of Period	<u><u>\$ 3,248</u></u>	<u><u>\$ 3,119</u></u>

**BOARD OF EMPLOYEE LEASING COMPANIES
 UNLICENSED ACTIVITY ACCOUNT
 STATEMENT OF REVENUE AND EXPENDITURES
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	<u>6/30/2013</u>	<u>6/30/2012</u>
Unlicensed Activity Fees	\$ 350	\$ 2,590
Fines	-	2,500
Investment Earnings	<u>392</u>	<u>605</u>
Total Revenues	<u>742</u>	<u>5,695</u>
EXPENSES		
Investigations	415	428
General Counsel/Legal	10,802	-
Refunds	-	5
Service Charge to General Revenue	<u>64</u>	<u>392</u>
Total Expenses	<u>11,280</u>	<u>825</u>
CHANGE IN ACCOUNT BALANCE	(10,538)	4,870
ACCOUNT BALANCE, Beginning of Period	<u>30,317</u>	<u>25,446</u>
ACCOUNT BALANCE, End of Period	<u>\$ 19,779</u>	<u>\$ 30,316</u>

**BOARD OF PROFESSIONAL GEOLOGISTS
 UNLICENSED ACTIVITY ACCOUNT
 STATEMENT OF REVENUE AND EXPENDITURES
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	6/30/2013	6/30/2012
Unlicensed Activity Fees	\$ 3,975	\$ 7,875
Investment Earnings	968	1,121
Total Revenues	<u>4,943</u>	<u>8,996</u>
 EXPENSES		
General Counsel	1,083	-
Investigations	90	-
Refunds	-	5
Service Charge to General Revenue	402	606
Total Expenses	<u>1,575</u>	<u>611</u>
 CHANGE IN ACCOUNT BALANCE	 3,368	 8,384
 ACCOUNT BALANCE, Beginning of Period	 <u>58,521</u>	 <u>50,137</u>
 ACCOUNT BALANCE, End of Period	 <u>\$ 61,889</u>	 <u>\$ 58,521</u>

**BOARD OF COSMETOLOGY
UNLICENSED ACTIVITY ACCOUNT
STATEMENT OF REVENUE AND EXPENDITURES
FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	6/30/2013	6/30/2012
Unlicensed Activity Fees	\$ 643,484	\$ 544,801
Fines	35,092	47,955
Investment Earnings	<u>30,551</u>	<u>37,396</u>
Total Revenues	<u>709,127</u>	<u>630,151</u>
EXPENSES		
Investigations	32,063	24,216
General Counsel/Legal	28,048	
Refunds	1,381	935
Service Charge to General Revenue	<u>57,721</u>	<u>45,598</u>
Total Expenses	<u>119,213</u>	<u>70,748</u>
CHANGE IN ACCOUNT BALANCE	589,915	559,403
TRANSFER TO GENERAL REVENUE	53,625	466,932
ACCOUNT BALANCE, Beginning of Period	<u>1,564,061</u>	<u>1,471,590</u>
ACCOUNT BALANCE, End of Period	<u>\$ 2,100,351</u>	<u>\$ 1,564,061</u>

**BARBERS BOARD
UNLICENSED ACTIVITY ACCOUNT
STATEMENT OF REVENUE AND EXPENDITURES
FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	<u>6/30/2013</u>	<u>6/30/2012</u>
Unlicensed Activity Fees	\$ 58,965	\$ 37,155
Fines	11,300	18,879
Investment Earnings	<u>4,316</u>	<u>6,026</u>
Total Revenues	<u>74,581</u>	<u>62,060</u>
 EXPENSES		
General Counsel	21,754	-
Refunds	588	50
Service Charge to General Revenue	6,042	4,320
Investigations	<u>13,611</u>	<u>6,645</u>
Total Expenses	<u>41,996</u>	<u>11,015</u>
 CHANGE IN ACCOUNT BALANCE	 32,585	 51,045
Transfer to General Revenue	7,114	75,893
ACCOUNT BALANCE, Beginning of Period	<u>254,874</u>	<u>279,722</u>
 ACCOUNT BALANCE, End of Period	 <u>\$ 280,345</u>	 <u>\$ 254,874</u>

**BOARD OF PILOT COMMISSIONERS
 UNLICENSED ACTIVITY ACCOUNT
 STATEMENT OF REVENUE AND EXPENDITURES
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	6/30/2013	6/30/2012
Unlicensed Activity Fees	\$ 450	\$ -
Investment Earnings	\$ 13	\$ 28
Total Revenues	<u>463</u>	<u>28</u>
 EXPENSES		
Service Charge to General Revenue	<u>38</u>	<u>-</u>
Total Expenses	<u>38</u>	<u>-</u>
 CHANGE IN ACCOUNT BALANCE	 425	 28
ACCOUNT BALANCE, Beginning of Period	<u>1,358</u>	<u>1,330</u>
ACCOUNT BALANCE, End of Period	<u>\$ 1,783</u>	<u>\$ 1,358</u>

**ELECTRICAL CONTRACTORS' LICENSING BOARD
 UNLICENSED ACTIVITY ACCOUNT
 STATEMENT OF REVENUE AND EXPENDITURES
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	<u>6/30/2013</u>	<u>6/30/2012</u>
Unlicensed Activity Fees	\$ 43,864	\$ 22,959
Fines	<u>3,906</u>	<u>4,718</u>
Total Revenues	<u>47,770</u>	<u>27,677</u>
 EXPENSES		
Investigations	46,322	49,967
General Counsel/Legal	45,249	88,108
Service Charge to General Revenue	3,215	2,244
Interest Assessment	<u>7,800</u>	<u>9,602</u>
Total Expenses	<u>102,586</u>	<u>149,921</u>
 CHANGE IN ACCOUNT BALANCE	 (54,816)	 (122,244)
ACCOUNT BALANCE, Beginning of Period	<u>(460,748)</u>	<u>(338,504)</u>
 ACCOUNT BALANCE, End of Period	 <u><u>\$ (515,564)</u></u>	 <u><u>\$ (460,748)</u></u>

**BOARD OF LANDSCAPE ARCHITECTURE
 UNLICENSED ACTIVITY ACCOUNT
 STATEMENT OF REVENUE AND EXPENDITURES
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	6/30/2013	6/30/2012
Unlicensed Activity Fees	\$ 445	\$ 7,495
Fines	-	1,500
Investment Earnings	<u>501</u>	<u>659</u>
Total Revenues	<u>946</u>	<u>9,654</u>
EXPENSES		
Investigations	995	428
General Counsel/Legal	3,570	954
Refunds	5	
Service Charge to General Revenue	<u>77</u>	<u>724</u>
Total Expenses	<u>4,648</u>	<u>2,106</u>
CHANGE IN ACCOUNT BALANCE	(3,702)	7,549
ACCOUNT BALANCE, Beginning of Period	<u>33,597</u>	<u>26,049</u>
ACCOUNT BALANCE, End of Period	<u>\$ 29,895</u>	<u>\$ 33,597</u>

**BOARD OF VETERINARY MEDICINE
UNLICENSED ACTIVITY ACCOUNT
STATEMENT OF REVENUE AND EXPENDITURES
FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	6/30/2013	6/30/2012
Unlicensed Activity Fees	\$ 3,620	\$ 36,190
Fines	-	1,000
Investment Earnings	<u>2,167</u>	<u>3,580</u>
Total Revenues	<u>5,787</u>	<u>40,770</u>
 EXPENSES		
Investigations	9,396	8,709
General Counsel/Legal	8,545	3,548
Service Charge to General Revenue	<u>473</u>	<u>2,881</u>
Total Expenses	<u>18,414</u>	<u>15,137</u>
 CHANGE IN ACCOUNT BALANCE	(12,627)	25,632
 TRANSFER TO GENERAL REVENUE	-	-
 ACCOUNT BALANCE, Beginning of Period	<u>198,114</u>	<u>172,482</u>
 ACCOUNT BALANCE, End of Period	<u>\$ 185,487</u>	<u>\$ 198,114</u>

**BOARD OF AUCTIONEERS
 UNLICENSED ACTIVITY ACCOUNT
 STATEMENT OF REVENUE AND EXPENDITURES
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	<u>6/30/2013</u>	<u>6/30/2012</u>
Unlicensed Activity Fees	\$ 1,670	\$ 13,400
Fines	300	-
Investment Earnings	<u>470</u>	<u>634</u>
Total Revenues	<u>2,440</u>	<u>14,034</u>
 EXPENSES		
Investigations	4,537	3,306
General Counsel/Legal	157	3,098
Refunds	-	5
Service Charge to General Revenue	<u>199</u>	<u>1,046</u>
Total Expenses	<u>4,894</u>	<u>7,454</u>
 CHANGE IN ACCOUNT BALANCE	 (2,453)	 6,579
 ACCOUNT BALANCE, Beginning of Period	 <u>30,957</u>	 <u>24,378</u>
 ACCOUNT BALANCE, End of Period	 <u><u>\$ 28,504</u></u>	 <u><u>\$ 30,957</u></u>

**COMMUNITY ASSOCIATION MANAGERS
UNLICENSED ACTIVITY ACCOUNT
STATEMENT OF REVENUE AND EXPENDITURES
FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	6/30/2013	6/30/2012
Unlicensed Activity Fees	\$ 79,255	\$ 23,985
Fines	2,500	4,000
Investment Earnings	<u>2,257</u>	<u>1,969</u>
Total Revenues	<u>84,012</u>	<u>29,954</u>
EXPENSES		
Investigations	11,968	23,792
General Counsel/Legal	5,979	21,544
Refunds	40	5
Service Charge to General Revenue	<u>6,854</u>	<u>2,181</u>
Total Expenses	<u>24,841</u>	<u>47,522</u>
CHANGE IN ACCOUNT BALANCE	59,171	(17,568)
ACCOUNT BALANCE, Beginning of Period	<u>84,483</u>	<u>102,051</u>
ACCOUNT BALANCE, End of Period	<u>\$ 143,654</u>	<u>\$ 84,483</u>

**TALENT AGENTS
 UNLICENSED ACTIVITY ACCOUNT
 STATEMENT OF REVENUE AND EXPENDITURES
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012)**

REVENUES	<u>6/30/2013</u>	<u>6/30/2012</u>
Unlicensed Activity Fees	\$ 225	\$ 1,720
Fines	-	100
	<hr/>	<hr/>
Total Revenues	<u>225</u>	<u>1,820</u>
EXPENSES		
Investigations	5,384	4,704
General Counsel/Legal	2,408	2,728
Service Charge to General Revenue	-	140
Interest Assessment	293	257
	<hr/>	<hr/>
Total Expenses	<u>8,085</u>	<u>7,829</u>
CHANGE IN ACCOUNT BALANCE	(7,860)	(6,009)
ACCOUNT BALANCE, Beginning of Period	<u>(13,359)</u>	<u>(7,350)</u>
ACCOUNT BALANCE, End of Period	<u>\$ (21,219)</u>	<u>\$ (13,359)</u>

**BOARD OF ACCOUNTANCY
UNLICENSED ACTIVITY ACCOUNT
STATEMENT OF REVENUE AND EXPENDITURES
FOR THE TWELVE MONTHS ENDING JUNE 30, 2013
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2012 & 2011)**

REVENUES	<u>6/30/2013</u>	<u>6/30/2012</u>	<u>6/30/2011</u>
Unlicensed Activity Fees	\$ 84,345	\$ 112,690	\$ 82,130
Fines	-	1,500	-
Investment Earnings	<u>422</u>	<u>398</u>	<u>(405)</u>
Total Revenues	<u>84,767</u>	<u>114,588</u>	<u>81,725</u>
 EXPENSES			
Unlicensed Activity	60,448	58,487	-
General Counsel/Legal	0	11,622	16,791
Refunds	-	5	10
Service Charge to General Revenue	<u>6,931</u>	<u>8,799</u>	<u>6,537</u>
Total Expenses	<u>67,380</u>	<u>78,913</u>	<u>23,338</u>
 CHANGE IN ACCOUNT BALANCE	 17,387	 35,675	 58,387
 ACCOUNT BALANCE, Beginning of Period	 <u>17,548</u>	 <u>(18,127)</u>	 <u>(76,514)</u>
 ACCOUNT BALANCE, End of Period	 <u>\$ 34,935</u>	 <u>\$ 17,548</u>	 <u>\$ (18,127)</u>

**BOARD OF ACCOUNTANCY
UNLICENSED ACTIVITY ACCOUNT
BALANCE SHEET
June 30, 2012
(WITH COMPARATIVE TOTALS FOR JUNE 30, 2011)**

ASSETS	<u>6/30/2012</u>	<u>6/30/2011</u>
Deposits and Pooled Investments with State Treasury	\$ 20,185	\$ -
Due from the Administrative Trust Fund	<u>-</u>	<u>2,594</u>
Investment Interest Receivable	<u>-</u>	<u>-</u>
Total Assets	<u>\$ 20,185</u>	<u>\$ 2,594</u>

LIABILITIES AND ACCOUNT BALANCE

LIABILITIES		
Accounts Payable and Other Liabilities	\$ 2,612	\$ 174
Due to Professional Regulation Trust Fund	<u>-</u>	<u>20,548</u>
Total Liabilities	<u>2,612</u>	<u>20,721</u>

ACCOUNT BALANCE

Unrestricted	<u>34,935</u>	<u>17,548</u>
--------------	---------------	---------------

Total Liabilities and Account Balance	<u>\$ 37,547</u>	<u>\$ 38,269</u>
---------------------------------------	------------------	------------------

RECONCILIATION:
(35,675)