

HOUSE BILL 307

57TH LEGISLATURE - STATE OF NEW MEXICO - SECOND SESSION, 2026

INTRODUCED BY

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AN ACT

RELATING TO ADVERTISING FOR LEGAL SERVICES; REQUIRING AN
ADVERTISEMENT FOR LEGAL SERVICES THAT INCLUDES MONETARY AWARDS
TO A CLIENT FOR SETTLEMENT OR JUDGMENT OF A CIVIL ACTION TO
INCLUDE THE MONETARY AMOUNT CHARGED TO THE CLIENT FOR THE CIVIL
ACTION; PROVIDING FOR ENFORCEMENT; PROVIDING A PENALTY.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF NEW MEXICO:

SECTION 1. A new section of Chapter 57 NMSA 1978 is
enacted to read:

"[NEW MATERIAL] ADVERTISING FOR LEGAL SERVICES--SETTLEMENT
AND JUDGMENT AMOUNTS--DISCLOSURE OF ATTORNEY FEES--CIVIL
PENALTY--ENFORCEMENT.--

A. When an advertisement by an attorney or a law
firm for legal services includes a monetary amount awarded to a
client for a settlement or judgment of a civil action, the

.233403.1

1 advertisement shall also disclose the monetary amount that was
2 charged to the client for the services rendered for the civil
3 action.

4 B. The attorney general shall assess an attorney or
5 a law firm that violates this section a civil penalty of five
6 hundred dollars (\$500) for each violation.

7 C. The attorney general or, with the attorney
8 general's permission, a district attorney in a district in
9 which an advertisement in violation of this section is
10 broadcast or published may bring a civil action in district
11 court to recover a civil penalty assessed pursuant to this
12 section.

13 D. Civil penalties collected pursuant to this
14 section shall be deposited in the current school fund."

15 SECTION 2. EFFECTIVE DATE.--The effective date of the
16 provisions of this act is July 1, 2027.