

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

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

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

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

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

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

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