



# Don't Let Internet Retailers Turn You into a **Tax Cheat** on Cyber Monday!

Everyone is looking to save money this holiday season and many consumers report they shop online for what seem like better prices offered by Internet retailers. However, these prices are artificially low because Internet-only retailers don't collect sales tax. But that doesn't mean that the tax isn't due. In fact, the consumer is responsible for paying the tax directly to the state when the retailer doesn't collect it for them. Unfortunately, many shoppers are unaware of this obligation, leaving them with a tax liability.

Why should that burden fall on the consumer? Brick and mortar stores collect the sales tax and remit it to the states everyday for their customers. Internet retailers say

it's too difficult to collect sales tax. But the real reason is that it gives them a competitive sales advantage over their local competitors; a 10% advantage in some cases.

There is a simple solution; require Internet-only retailers to collect sales taxes just like brick and mortar retailers do. This will take the burden off the consumer and end the unfair competitive advantage that Internet-only retailers are exploiting.

So the next time you think you are getting a bargain by shopping online, think again. That Internet retailer just might be sticking you with a tax penalty for the holidays.

**The International Council of Shopping Centers is striving to create a fair and level playing field for all retailers whether they sell online, in a mall, or on Main Street.**

 **International Council  
of Shopping Centers**



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