

JAY JONES

FOR ATTORNEY GENERAL

TAKING ON CORPORATE
GREED, LOWERING COSTS,
AND PROTECTING VIRGINIANS



Dear Virginians,

As the father of two young boys, I know firsthand the challenges working families across the Commonwealth are facing. Like you, I feel the effects of rising costs every time we go to the grocery store, pay our utility bills, or cover the cost of health care. Families are stretched thin, and too often, those with the least cushion are the ones hurt most.

Tariffs and indiscriminate federal cuts to jobs, health care, and food assistance programs are hitting our pocketbooks harder than ever. At the same time, massive corporations are leveraging technology and predatory practices to artificially inflate prices, driving up the cost of everything from groceries to rent. Instead of standing up for consumers, Donald Trump gutted the very agencies designed to hold these corporations accountable, and Jason Miyares, Trump's pro-bono attorney, has stood with him every step of the way.

Unlike Jason Miyares, Virginians can always count on me to fight for them as Attorney General. I will be laser-focused on bringing down costs, and I will use the weight of my office to hold the federal government, massive corporations, and bad actors accountable so Virginians can keep more of their hard-earned money.

That's exactly what I've done throughout my entire career. **As an Assistant Attorney General in Washington, D.C.**, I took on major financial institutions and housing conglomerates to prevent them from preying on working people. I fought to stop the Kroger-Albertson's merger to prevent higher grocery prices. And I worked to hold Meta accountable for misleading consumers about their privacy while allowing a political consulting firm to obtain personal data from tens of millions of users.

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And in the Virginia Legislature, I fought for lower utility bills by working to hold corporate utilities accountable when they tried to improperly pass on costs to consumers, while sponsoring and passing legislation to expand consumer choice.

Meanwhile, Jason Miyares has abandoned working Virginians and fought for the profits of his corporate donors instead. He's taken the largest corporate contribution in Virginia history in a single race, nearly \$1.2 million and counting from Dominion Energy,¹ which is working to keep him in office because they know he'll continue to side with them and look the other way as they raise rates on Virginians. He's received hundreds of thousands in contributions from corporate landlords and developers, and repeatedly let them off the hook when they've ripped off Virginians — gutting the office tasked with holding them accountable for wrongdoing² and ending numerous investigations despite documented evidence of unsafe and dangerous housing conditions³ in multiple cases⁴ and horrific allegations of housing discrimination.⁵

And Miyares appears to have ended the office's Worker Protection Unit established by his predecessor,⁶ further giving unscrupulous corporations leeway to rip off Virginia workers.

It's time for an Attorney General that puts Virginians first, rather than deep-pocketed corporate interests.

As Attorney General, I will take on corporate greed, lower costs, and protect Virginians.

Sincerely,

A handwritten signature in blue ink that reads "Jay".

PROTECT CONSUMERS FROM CORPORATE BAD ACTORS AND SEEK SETTLEMENTS FOR VIRGINIANS

Donald Trump's dismantling of the Consumer Financial Protection Bureau leaves Virginians exposed to scams and predatory financial practices that can wipe out savings in an instant. Jason Miyares has done nothing to step in and defend our families. As Attorney General, I will:

Aggressively pursue corporate bad actors that engage in price gouging or intentionally sell defective products or services.

When a hurricane, pandemic, or economic downturn strikes, no corporation should be allowed to line its pockets by exploiting Virginians during a crisis. As Attorney General, I will file or join lawsuits against corporations that engage in price gouging on essential goods like groceries, fuel, and medical supplies, and I will demand settlements for those harmed. In addition, I will aggressively pursue corporations that knowingly sell defective products or services, forcing them to recall items, fix the harm, and compensate consumers. If my office's existing legal authority is not sufficient, I will work with Governor Spanberger and the General Assembly to aggressively equip my office with the authority we need to protect hardworking families.



Go after large corporations charging deceptive fees for goods they do not provide or services not rendered.

Too many Virginians are being ripped off by deceptive business practices, from hidden junk fees to goods or services that never show up. Families are charged more through surprise add-ons, confusing discounts, or endless hurdles just to cancel a subscription they do not want anymore. As Attorney General, I will take on corporations that play these games by auditing their practices, forcing refunds, and banning schemes that drain family budgets. I will also fight for the right to repair products so Virginians aren't forced to buy new when something simple breaks. Finally, I will go after companies that design products to intentionally fail early so families are not forced to replace products early.

Lower utility costs by taking on utility monopolies and preventing them from passing on unnecessary fees and costs to Virginians.

For too long, utility monopolies have had the luxury of raising rates and passing along costs to ratepayers in order to maximize profits to shareholders. As a result, families face impossible choices between keeping the lights on and paying for groceries, medicine, or childcare. As Attorney General, I will fight relentlessly for Virginians before the State Corporation Commission and work to block unjustified hikes. I will also work to hold these companies accountable to return excess profits to ratepayers. My office will also seek to prevent utilities from tacking on unjustified or excessive fees. Virginians deserve an Attorney General who fights for and prioritizes consumers — the client, not monopoly profits.

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Protect small businesses by targeting unfair anti-competitive practices by multinational corporations seeking to use their market share to improperly eliminate local competition.

Small businesses are the backbone of Virginia's economy, yet massive and multinational corporations use their size and market power to drive them out through predatory pricing, exclusive contracts, and artificial cost inflation. These antitrust abuses not only squeeze small businesses but also leave consumers with higher prices and fewer choices. As Attorney General, I will aggressively investigate and prosecute corporations that leverage their size to eliminate competition, using both state consumer protection tools and antitrust law to level the playing field. I will also push to ensure small businesses are defined as consumers under the Virginia Consumer Protection Act so they can be represented and protected against unfair practices. By standing up to corporate monopolies and enforcing competition, we can give small businesses the fair chance they need to thrive while keeping prices down for Virginia families.

Leverage the Virginia Fraud Against Taxpayers Act to protect Virginians from unscrupulous contractors.

When state contractors cut corners, inflate bills, or misuse funds, taxpayers are left footing the bill. As Attorney General, I will make aggressive use of the Virginia Fraud Against Taxpayers Act to prosecute fraud and recover taxpayer dollars. My office will also prioritize protecting whistleblowers who come forward to expose fraudulent practices, ensuring they are protected from retaliation. Every dollar recovered will be reinvested in programs that directly serve Virginians, not wasted on corrupt contractors.

Protect Virginians from predatory debt collection.

Many hardworking families in Virginia are pushed deeper into financial hardship by unscrupulous debt collectors who file default judgments, garnish wages, and go after 100% of a person's wages or bank account balance. For individuals who are already struggling to make ends meet and support their families, this makes it harder to pay back debts and more likely to cause severe financial instability. As Attorney General, I will aggressively investigate and hold accountable those who prey on Virginians, using existing laws and pursuing additional protections to challenge harmful practices and allow those impacted to keep more of their income.

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END PREDATORY PRACTICES THAT DRIVE UP HEALTH CARE COSTS

The ever-increasing cost of health care, paired with reckless federal cuts, is draining family budgets and impacting access to care. As Attorney General, I will take on these massive industries to ensure Virginians are getting what they pay for and access to the care they deserve. I will:

Prosecute pharmaceutical companies that engage in price-fixing and other anti-competitive schemes.

Recent lawsuits and settlements across the nation demonstrate an alarming trend of pharmaceutical companies colluding to raise generic drug prices higher than legally permitted⁷ and engaging in predatory practices that eliminate competition.⁸ Virginians are already feeling financially squeezed, and these schemes to drain already limited family resources must be stopped. My office will work alongside other state attorneys general to investigate and address price-fixing schemes that harm consumers, and we will secure settlements that will be used to benefit Virginians.

Crack down on Virginia's Public Benefit Managers (PBMs) to lower drug costs and shrink pharmacy deserts.

The high cost of prescription drugs and lifesaving medications is making it difficult for Virginians to obtain and adhere to the care they need, and Pharmacy Benefit Managers (PBMs) are a key reason prices continue to rise. PBMs not only engage in deceptive marketing practices, but they also negotiate rebates with drug manufacturers and pocket the profit instead of passing savings onto consumers.⁹ These practices also result in reduced reimbursements to local pharmacies, which can squeeze their margins, force them to close their doors, and exacerbate Virginia's pharmacy desert crisis. As Attorney General, I will lead on PBM reform and fight to ensure they disclose rebate arrangements and pass all negotiated savings directly to Virginians.



Fight back against private equity's continued acquisition of health care facilities.

Finding high-quality and affordable health care is increasingly challenging, especially as indiscriminate federal cuts eliminate coverage, raise prices, and put rural hospitals in financial jeopardy. At the same time, private equity firms are buying hospitals, clinics, and nursing homes, often raising rates while cutting staff and services, putting profits ahead of patient outcomes.¹⁰ To fight back against this, 11 attorneys general recently called for stronger oversight of private equity in health care, citing concerns about patient safety, access, and affordability. As Attorney General, I will join this nationwide effort, investigating private equity takeovers and holding investors accountable for practices that harm patients, and I will hold corporate entities accountable for abuses or substandard

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care in nursing homes. My office will push for transparency in ownership so families know who controls their local care facilities.

Hold health insurers accountable to deliver on services Virginians are paying for and break down complex billing schemes.

Virginians pay thousands each year for health insurance but often face confusing bills, unclear coverage, and delays caused by prior authorization and denial policies. Too many families are surprised when they learn the care they thought gets covered is denied, leaving them with high out-of-pocket costs. As Attorney General, I will hold insurers and providers accountable to Virginia consumers to ensure greater transparency about what is covered, reduce unnecessary prior authorizations, and make sure Virginians get what they pay for. My office will also strengthen outreach so patients know their rights and where to turn when they are being unfairly denied care.

KEEP SENIORS SAFE FROM SCAMMERS

Older Americans have earned the right to retire with dignity and respect. By combining aggressive enforcement with strong prevention programs, we can protect the financial security of older Virginians and send a clear message that those who prey on seniors will be held accountable. As Attorney General, I will:

Protect seniors from fraud and scams.

Seniors across Virginia are increasingly targeted by scammers using phone calls, online fraud, fake investments, and even romance schemes, costing older adults nationwide billions every year.¹¹ In fact, the FBI reports that Virginia seniors lost over \$100 million to scams in 2024, placing the state 11th nationwide.¹² Organized criminal networks, often based overseas, are responsible for a large share of these losses as they use AI to exploit social media platform features such as targeted ads, direct messaging, and creating fake profiles to gain victims' trust and spread fraudulent content. In many cases, platforms are knowingly profiting from the activity of these criminal networks.¹³ As Attorney General, I will work with state and local law enforcement and prosecutors to identify and prosecute those targeting older adults and hold social media platforms accountable for their role in enabling the spread of scams. No platform should profit off scams at the expense of our seniors. My office will also expand education efforts, equipping seniors and their families with tools to recognize and report scams before harm occurs.



RESTORE FAIRNESS AND AFFORDABILITY IN HOUSING

Families everywhere are struggling to manage the rising costs of housing and lack of affordable units. To make matters worse, corporate bad actors and scammers are leveraging technology and predatory practices to artificially inflate prices and force tenants to live in uninhabitable conditions. As Attorney General, I will:

Target surveillance pricing (personalized price gouging) and other predatory schemes artificially inflating the cost of housing.

Companies are raising prices and people are paying more because of who they are as opposed to the housing unit they are looking to rent or buy. With unfettered access to vast amounts of personal and behavioral data, companies are employing surveillance pricing that uses troves of data to target prices and offerings to individual consumers in ways that maximize profit. As Attorney General, my office will investigate inflated pricing, seek refunds for Virginians, and push for stronger consumer protections. No Virginian should pay more because of where they live, who they are, or how companies track their behavior. By cracking down on these unfair practices, we can lower costs and restore fairness in the marketplace.

Enforce housing discrimination prohibitions to end discrimination in the housing process.

Too many Virginians face high rent prices that are constantly on the rise, unsafe living conditions, or unfair treatment from landlords and lenders who put profits over people. As Attorney General, I will crack down on corporate landlords that price gouge, carry out illegal evictions, or neglect basic repairs that keep tenants safe. My office will also enforce housing discrimination laws to ensure no Virginian is denied a home because of race, income source, or family status. That includes going after the use of discriminatory algorithms that screen people out of rentals based on these factors at the application phase. I will also protect military families and veterans, who are too often turned away unfairly or illegally when using housing vouchers, despite their service to our nation. I will hold mortgage lenders and realtors accountable when they engage in discriminatory or illegal practices that keep families from building financial stability. By taking on bad actors in the housing market, I will fight to make sure every Virginian has access to safe, fair, and affordable housing.



Target contractors doing subpar work maintaining public housing to boost housing quality and ensure taxpayers get their money's worth.

Public housing should provide safe, reliable shelter, yet too often contractors cut corners, leaving families to live with mold, broken heating, or unsafe conditions. As Attorney General, I will use the Virginia Fraud Against Taxpayers Act to investigate and prosecute contractors who take public money but fail to meet their obligations. My office will prioritize audits of public housing contracts,

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ensuring that repairs and maintenance are completed on time and meet safety standards. When contractors deliver subpar work, we will pursue financial penalties and require restitution so taxpayer dollars are returned and reinvested into communities. I will also work with local housing authorities to create clear reporting systems, giving residents a direct way to flag unsafe or incomplete repairs.

Support local efforts to bring more affordable housing units online.

As the need for new housing developments with affordable units grows, local zoning ordinances make it challenging to spur growth. As Attorney General, I will deploy community navigators to work alongside local governments to break down regulatory barriers and open the door for more housing. These navigators will provide technical assistance, model ordinances, and legal guidance so localities can modernize their codes.

PROTECT WORKERS FROM UNSCRUPULOUS EMPLOYERS

As the cost of living grows, wages continue to stagnate, making it difficult for everyday Virginians to make ends meet. When unscrupulous employers cheat workers out of what they are rightfully owed, it makes an already untenable situation more dire. As Attorney General, I will fight back on behalf of workers. I will:

Recreate the Workers' Protection Unit to protect Virginia workers from wage theft and misclassification by unscrupulous employers.

Wage theft, often driven by unscrupulous employers who misclassify workers, withhold overtime, or simply fail to pay wages their employees legally earned, is costing hardworking Virginians. Unfortunately, Virginia's Department of Labor and Industry lacks sufficient resources to proactively pursue the volume of cases requiring attention, and Jason Miyares has not only failed to step up and address the problem, he has gutted the very unit.¹⁴ As Attorney General, I will make wage theft enforcement a critical priority by dedicating staff to investigate, prosecuting employers who cheat workers, and ensuring every Virginian is paid every dollar they earn.



End abusive non-compete agreements for low-wage workers.

Non-compete agreements prevent many Virginians earning low wages from moving to better jobs and trap workers in unfair conditions, limiting their ability to provide for their families, and making it harder for small businesses to hire the employees they need. Attorneys general across the country are pushing back against this abuse, and as Attorney General, I will join them by challenging employers who use non-competes to exploit workers. My office will investigate and take action against companies that use these agreements illegally, while working with the General Assembly to strengthen state protections.

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CITATIONS

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