

## COMPETITION >> PRICE FLOORS AND SAFEGUARDS FOR ANTI-COMPETITIVE BEHAVIOR

A price floor is a regulatory safeguard designed to protect new entrants entering the market from a price squeeze. When properly implemented, this safeguard limits anti-competitive behavior in the market. ERCC applies economically appropriate principles and concepts to determine the proper price floor that is used by regulators and is often asked to support the companies in their pricing strategy before regulators.