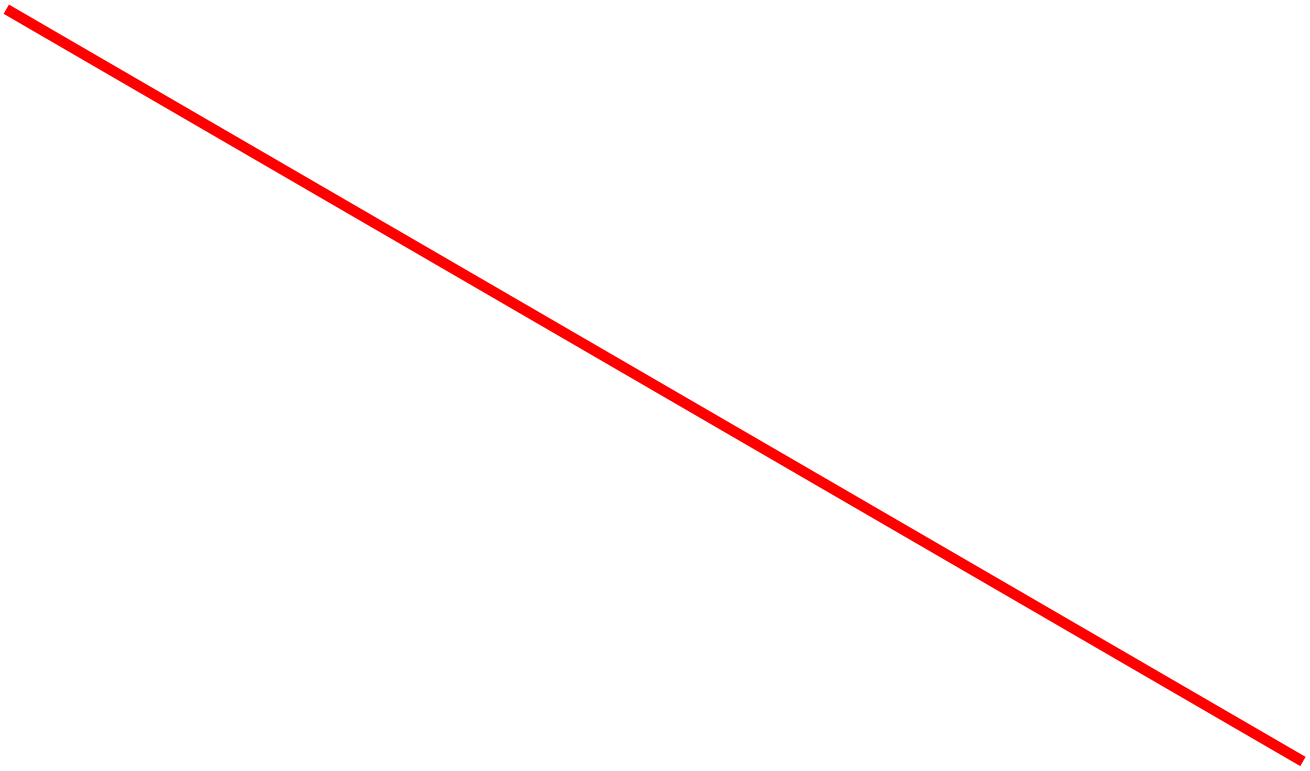




**When Buyers do not like the Equilibrium  
Price because it's "too high"**







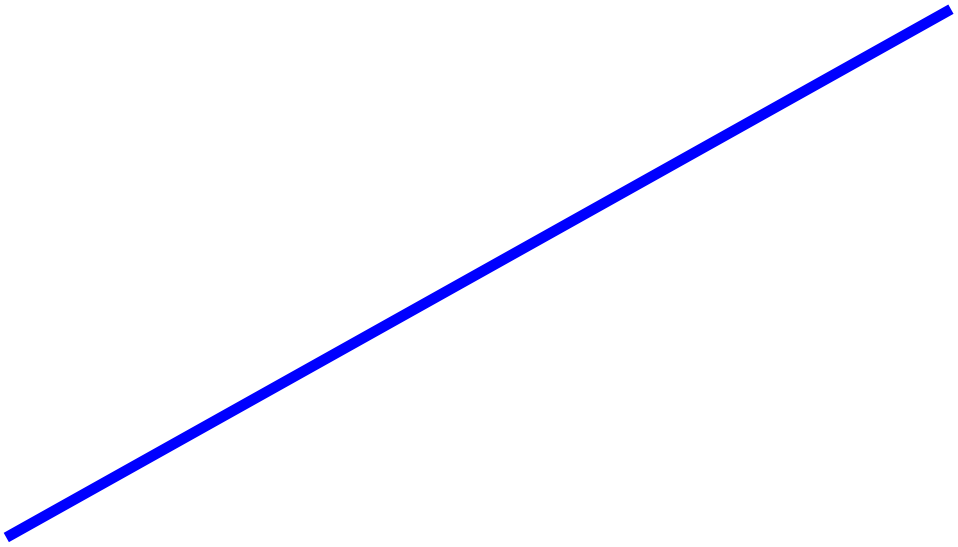








2,200









qd

=

900



qs

=

3

0

0







6

0

0

3,9000



**Landlords  
can't  
charge  
more than  
\$2,200**

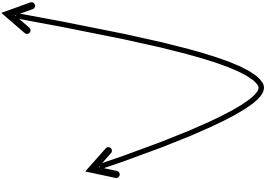


**Price Ceiling**



**All these prices  
are prohibited**

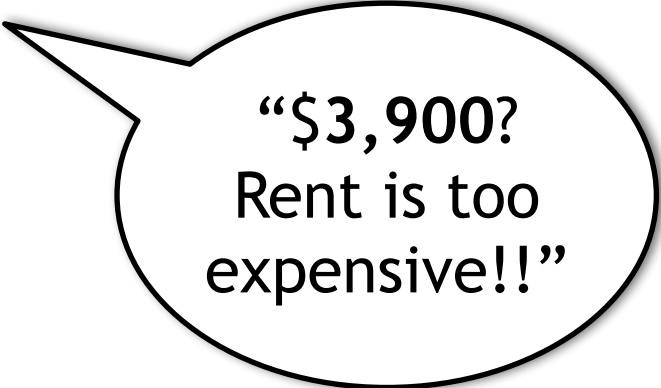
**Prevents price  
from reaching  
equilibrium**







Shortage



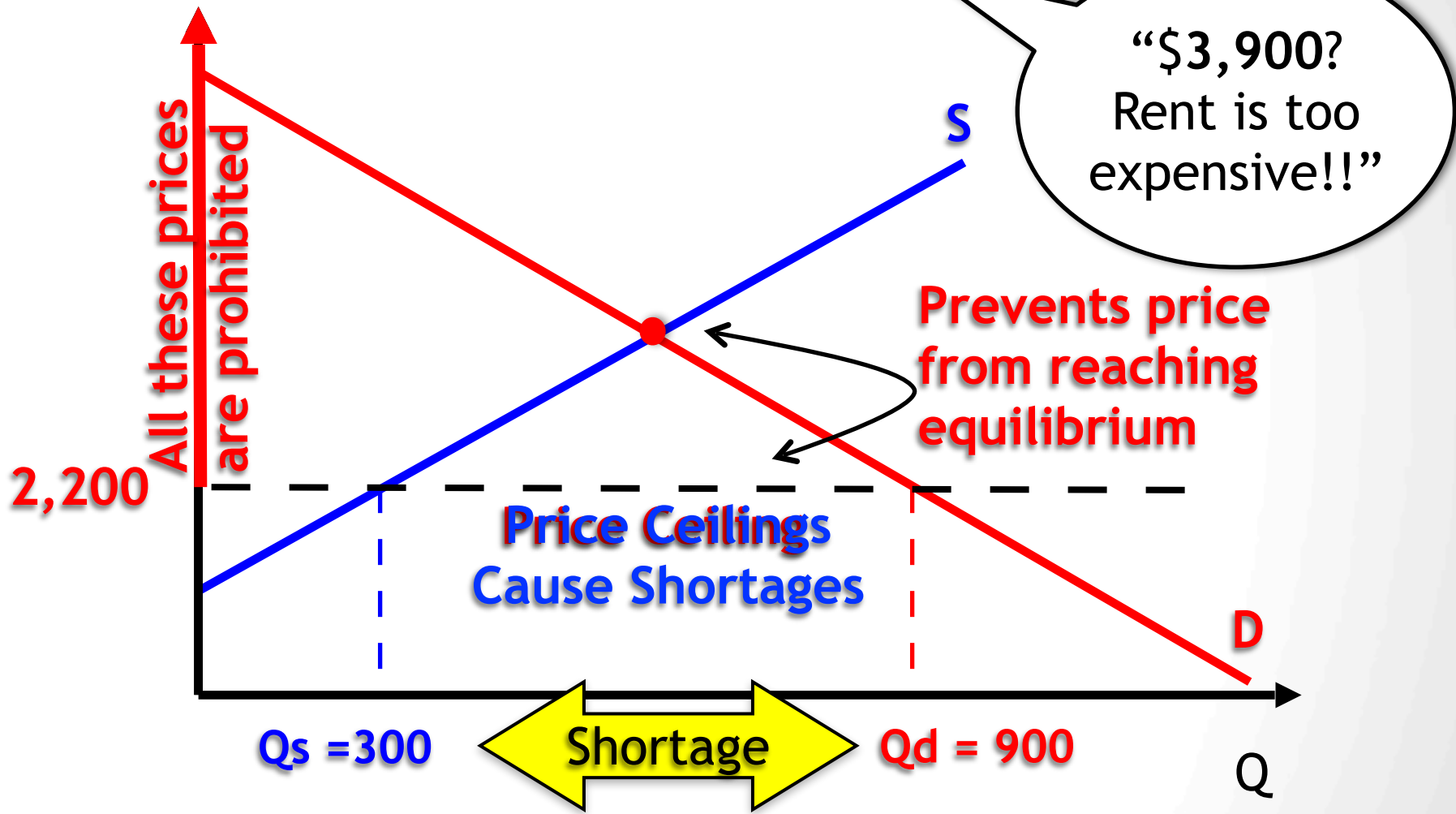
**“\$3,900?  
Rent is too  
expensive!!”**

**We ask the government to impose rent control!**

**Price Ceilings  
Cause Shortages**



When Buyers do not like the Equilibrium Price because it's "too high"



We ask the government to impose rent control!

