**Section 766.415 Factors in Assessing Penalties**

In assessing a penalty authorized by Section 13-516 of the Act, factors to be considered by the Commission shall include, but not be limited to, the following factors:

a) Lack of mitigating circumstances;

b) Lack of good faith or intent;

c) Ability to pay;

d) Degree of harm to the complainant or the public and the extent of the violative conduct; and

e) Financial benefit accruing to the respondent.