

General Law Committee

JOINT FAVORABLE REPORT

Bill No.: HB-6613
AN ACT CONCERNING ELECTRONIC ADVERTISEMENTS BY SKILLED
Title: TRADESPERSONS AND HOME IMPROVEMENT CONTRACTORS.
Vote Date: 3/07/2023
Vote Action: JOINT FAVORABLE
PH Date: 2/16/2023
File No.: 161

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SPONSORS OF BILL:

General Law Committee

REASONS FOR BILL:

This bill would allow skilled tradesman and home improvement contractors to list a website instead of their license numbers on TV and radio ads. On their website they would be required to have the license number. Often during a TV and radio ad, people overlook the list of license numbers and many companies have more than one license making it more difficult. Listing just a website would give consumers the ability to get all the information they need to check on the contractor/tradesman.

RESPONSE FROM ADMINISTRATION/AGENCY:

None Expressed

NATURE AND SOURCES OF SUPPORT:

Casey Henderson, Senior Corporate Counsel, ADT Security Services

ADT supports this bill as it is a common-sense step enhancing consumer protection. Many of the laws passed were originally drafted and passed before the creation of the internet and require companies like ADT to include state license numbers on advertisements. What this means for companies that operate in many different states is they would need to have separate advertisements for each state. Requiring information on billboards would make it difficult for those driving on an interstate at 60 mph to locate the information while driving by. It would be so much more consumer friendly if contractors were allowed to refer customers to an easy to remember web address in their advertisement. Recently several states have updated their laws to allow similar language. ADT believes Connecticut should join the others to take this step towards modernization.

Jennifer Jennings, Executive Director, and Jordan Stillman, P.E., C.E.M. Government Affairs Chairman, Connecticut Heating and Cooling Contractors Association

The CHCC supports this legislation since it would permit HVAC companies who advertise on TV and radio to list their license numbers on their website versus having to list their license numbers on the advertisement itself. Many HVAC companies have many license numbers. These are quickly read through at the end of the TV and radio spot. This information likely is not easily digested by consumers. This bill would modernize advertising disclosure requirements for contractors in certain instances.

Jim Perras, CEO, Home Builders & Remodelers Association of Connecticut, Inc.

The HBRA-CT strongly supports this business-friendly legislation. It would also be recommended to benefit those registered as New Home Contractors.

CASIA, Connecticut Alarm & Systems Integrators Association

CASIA strongly supports this bill. This legislation is common sense to update current requirements for contractors who advertise on TV or radio. CASIA believes this will increase transparency and benefit consumers who may view a TV or radio advertisement by giving them a place to obtain or verify licensing information in a consumer-friendly disclosure requirement.

NATURE AND SOURCES OF OPPOSITION:

Christopher D. Carlson, Attorney at Law, Connecticut Legal Services

Mr. Carlson opposes this bill as it will make it easier for scammers to take advantage of elders. The bill is in conflict of the self-protection standards set by the Federal Trade Commission (FTC). Mr. Carlson educates elders according to the standards set by the FTC. He feels that this law would increase the possibility that elders come in contact with scammers.

Raphael L. Podolsky, Connecticut Legal Services

Mr. Podolsky opposes this bill. It would require that tradesmen and home improvement contractors include their website address on advertisements which would require customers to go to the website to find the license or registration number. He believes this is forcing customers to go online to get information which would expose them to greater risk of scams. This bill reduces the information available to consumers resulting in less verification and higher risk.

Reported by: Bonnie Gray, Assistant Clerk

Date: 03/20/2023