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## OLR Bill Analysis

### sHB 6613

#### ***AN ACT CONCERNING ELECTRONIC ADVERTISEMENTS BY SKILLED TRADESPERSONS AND HOME IMPROVEMENT CONTRACTORS.***

#### **SUMMARY**

This bill modifies the current law's requirement that contractors in the trades provide their license number on their commercial vehicle and in advertisements and other communications. Under the bill, the requirement to include the state license number applies only to their commercial vehicles and printed advertisements or listings, bid proposals, contracts, invoices, and stationary. The bill also requires these contractors to include in electronic, television, or radio advertisements or listings a website where anyone may view their state license number. The website must be publicly accessible and maintained by the tradesperson. Like current law, contractors are subject to a fine of up to \$500 if they fail more than once to include their state license number or website as required.

The bill similarly modifies a requirement applicable to registered home improvement contractors. Under current law, they must include their state registration number in advertisements. The bill limits this requirement to printed advertisements. It correspondingly requires them to include in electronic, television, or radio advertisements a website where anyone may view their registration number. As with contractors in the trades, the website must be publicly accessible and maintained by the home improvement contractor. As under current law, a violation is an unfair or deceptive trade practice (see BACKGROUND).

EFFECTIVE DATE: July 1, 2023

## **BACKGROUND**

### ***Connecticut Unfair Trade Practices Act (CUTPA)***

The law prohibits businesses from engaging in unfair and deceptive acts or practices. CUTPA allows the consumer protection commissioner to issue regulations defining what constitutes an unfair trade practice, investigate complaints, issue cease and desist orders, order restitution in cases involving less than \$10,000, enter into consent agreements, ask the attorney general to seek injunctive relief, and accept voluntary statements of compliance. It also allows individuals to sue. Courts may issue restraining orders; award actual and punitive damages, costs, and reasonable attorney's fees; and impose civil penalties of up to \$5,000 for willful violations and \$25,000 for violation of a restraining order.

## **COMMITTEE ACTION**

General Law Committee

Joint Favorable

Yea 18    Nay 4    (03/07/2023)