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CS FOR SENATE BILL NO. 181(CRA)

IN THE LEGISLATURE OF THE STATE OF ALASKA

THIRTY-SECOND LEGISLATURE - SECOND SESSION

BY THE SENATE COMMUNITY AND REGIONAL AFFAIRS COMMITTEE

Offered:
Referred:

Sponsor(s): SENATE COMMUNITY AND REGIONAL AFFAIRS COMMITTEE

A BILL

FOR AN ACT ENTITLED

1 **"An Act relating to identification requirements for contractors and home inspectors."**

2 **BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

3 * **Section 1.** AS 08.18.051(b) is amended to read:

4 (b) All advertising, contracts, correspondence, cards, signs, posters, papers,
5 and documents prepared by a contractor for the contracting business must show the
6 contractor's name, mailing address, and address of the contractor's principal place of
7 business. Advertising and contracts must also include the contractor's registration
8 number. An advertisement that directs potential customers to a contractor's
9 Internet website or landing page satisfies the requirements of this subsection if
10 the advertisement states that the information required by this subsection is
11 contained on the Internet website or landing page and the Internet website or
12 landing page contains the required information.

13 * **Sec. 2.** AS 08.18.053(b) is amended to read:

14 (b) All advertising and business cards prepared by a registered home inspector
15 or associate home inspector for the home inspection business must show the

1 inspector's name, mailing address, and registration number. An advertisement that
2 directs potential customers to a home inspector's Internet website or landing
3 page satisfies the requirements of this subsection if the advertisement states that
4 the information required by this subsection is contained on the Internet website
5 or landing page and the Internet website or landing page contains the required
6 information.

7 * **Sec. 3.** AS 08.18.171 is amended by adding a new paragraph to read:

8 (19) "landing page" means a single web page that appears in response
9 to clicking on a search engine optimized search result, marketing promotion,
10 marketing email, or online advertisement.