



ASSOCIATED GENERAL CONTRACTORS of ALASKA

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Alaska House of Representatives
Committee on Community and Regional Affairs
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Dear Co-Chairs, Hannan and Schrage:

Since 1968, when AS 08.18.051 became statute, contractors in the State of Alaska have been required to list their name, mailing address, address of the contractor's principal place of business, and contractor registration number in all advertising. House Bill 402 amends the current statute by adding language that allows contractors and home inspectors to provide an internet website or landing page that contains the identification requirements for contractor advertisements in place of those same requirements. We are writing today to express our support for HB 402.

While not overly complicated, disclosure requirements can incur significant expense for contractors, particularly those looking to advertise in print, radio, or television where each additional word or line increases the cost of advertising. Furthermore, many contractors in our state maintain several business licenses specific to each service they provide. This requires the contractor to list multiple registration numbers within the same advertisement. This bill seeks to spare costs to contractors and streamline the advertisement process.

This bill maintains all existing requirements that contractors and home inspectors be licensed in Alaska, and it maintains consumer protection provisions that allow customers to research service providers and companies. The bill simply modernizes Alaska statute to allow contractor companies to refer customers to a web address that includes all required license information in advertisements, as opposed to reading through multiple license numbers and other required information for multiple states. This bill does *not* require a contractor to maintain a website if they do not already have one--contractors have the option to continue to meet the disclosure requirements as they always have.

Similar forms of this bill have been passed in most states, including those as politically diverse as California and Florida. This bill recognizes that when consumers research business license information, most make use of internet-based resources, and this bill simply allows companies the option to disclose all applicable information on-line.

Many thanks for your kind support in advancing this legislation.

Alicia Amberg
Executive Director
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