
OLR Bill Analysis

SB 1294

AN ACT CONCERNING THE MANNER IN WHICH PERSONS ENGAGED IN MAKING HOME IMPROVEMENTS MAKE CERTAIN DISCLOSURES.

SUMMARY

This bill creates an alternate way for home improvement contractors to satisfy the requirement that they include the fact of their registration and registration number in any advertisement. It permits them to meet this requirement by including in the advertisement a link to a website where someone can view a statement whether the contractor is registered and the contractor's registration number.

Under existing law, home improvement contractors must also show their registration when asked to do so by any interested party.

By law, a violation of these advertising provisions is a Connecticut Unfair Trade Practices Act (CUTPA) violation.

EFFECTIVE DATE: October 1, 2025

BACKGROUND

CUTPA

By law, CUTPA prohibits businesses from engaging in unfair and deceptive acts or practices. It allows the Department of Consumer Protection commissioner, under specified procedures, to issue regulations defining an unfair trade practice, investigate complaints, issue cease and desist orders, order restitution in cases involving less than \$10,000, impose civil penalties of up to \$5,000, 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 up to \$25,000 for a

restraining order violation.

COMMITTEE ACTION

General Law Committee

Joint Favorable

Yea 22 Nay 0 (03/12/2025)