

PROFESSIONALS WHO MUST INCLUDE A LICENSE NUMBER IN ADS

- Residential Builders and Maintenance and Alteration Contractors: A licensee **shall** include the name, license number, and actual business address, as shown on the license, **in all advertising**. The use of a telephone or post office box number alone is prohibited. When sales of new homes are being made by a licensed builder, through a licensed real estate broker, advertisements may indicate the broker's name or both the names of the builder and broker. **Mich Admin Code R 338.1532(1)**
 - Basically, Residential Builders are licensed to build a new home from the ground up and do repairs.
 - Maintenance & Alterations Contractors are licensed to perform specific trades only.* The trades, or crafts for a maintenance & alteration contractor are:
 - carpentry (A)
 - concrete (B)
 - excavation (D)
 - insulation work(G)
 - masonry (I)
 - siding (K)
 - roofing (M)
 - screens and storm sash (N)
 - gutters (O)
 - tile & marble (P)
 - house wrecking (R)
 - swimming pools (S)
 - basement waterproofing (T)

Although these types of contractors are the only ones *mandated* by the rules to provide the identifying information, we suggest that you have a policy of requiring this information for others that the general public might consider “contractors.”

- Dentists: A dentist who is licensed as a specialist **shall** include his or her license number in **all public advertisements for that specialty**, including, but not limited to, telephone books, solicitations, print media, newspapers, and internet advertising. **Mich Admin Code R 338.11525(2)**

*Michigan law was recently amended in March 2019 to remove painting and decorating from the list of trades covered by a state license for residential maintenance and alteration.

PROFESSIONALS WHO DON'T NEED TO INCLUDE A LICENSE NUMBER

- Real Estate Appraisers: A licensee shall place his or her license number and license level on all reports and shall produce evidence of licensing upon request by a member of the public or a representative of the department. A license number shall **not** be required in advertising material. **Mich Admin Code R 339.23405(2)**
- ALL OTHER PROFESSIONALS? No mention of advertising found in regs.