



NSCB Industry Bulletin



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CONTACT: Jennifer Lewis
Public Information Officer
(702) 486-1111

Scott Smith
Public Information Specialist
(702) 486-1165

NSCB Reminds Contractors to Include License Number on All Advertisements

HENDERSON and RENO, Nev. – The Nevada State Contractors Board would like to remind all licensed Nevada Contractors of their responsibility to include specific information when advertising services. As NRS 624.720(3) states, “All advertising by a licensed contractor must include the name of the contractor’s company and the number of the contractor’s license.”

NSCB frequently monitors a number of print and online media, including Angie’s List, Craigslist, online bulletins, local and statewide publications, etc. and has begun to see an increase in licensed contractors failing to include their license number in their advertisements.

Advertisements are often a homeowner’s first line of referral when seeking a contractor to hire. While state law requires your license number be included on advertisements, it is also important to recognize the public safety message you send when doing so. You are affording potential customers the information necessary for them to make an informed decision, research the validity of your work and license history, and engage with a contractor with whom they will be protected should any issues arise during and after the course of the project.

When possible, highlight these homeowner protections that come along with being a licensed contractor, and always include your license number on any advertisement – regardless if there is a dedicated field in the submission form or not. It is your responsibility to do so, and NSCB’s responsibility to enforce the law.

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