

## Frequently Asked Questions

- Q.** I hold a number of licenses. Do I need to list all of them in my advertisements and on my business cards, letterhead, etc.?
- A.** YES. You may also wish to specify residential or commercial if you hold more than one license. Example:
- ROC012345 Commercial
  - ROC123456 Residential
  - Commercial and residential may be abbreviated to save space.
- Q.** Do I list my license classification as part of my license number?
- A.** NO. However, if you do display the classification, you should place it at the end of your license number after a blank space. When you list the classification as part of the license number, your customers may be unable to verify your license status when using our automated systems.
- Q.** May I abbreviate my company name for advertising purposes?
- A.** NO. Nor should you use any name for your company other than exactly as it appears on your license. Acting in the capacity of a contractor in a name other than as set forth upon the license is grounds for suspension or revocation of the license.
- Q.** If I incorporate, will my license number remain the same?
- A.** NO. A change of business entity requires a new license application, which results in a new license number. You must also update any advertising and business documents (i.e. Yellow Pages, business cards, letterhead, etc.) in which your license name and number(s) appears.

## OFFICES

### PHOENIX MAIN OFFICE

3838 N. Central Ave., Ste. 400  
Phoenix, AZ 85012-1946  
(602) 542-1525

### FLAGSTAFF OFFICE

2901 Shamrell Blvd., Ste. 100  
Flagstaff, AZ 86001-1829  
(928) 637-0480

### KINGMAN OFFICE

715 Main St., Suite C  
Kingman, AZ 86401-6220  
(928) 753-4220

### LAKE HAVASU CITY OFFICE

231 Swanson Ave., Ste. 100  
Lake Havasu City, AZ 86403-0966  
(928) 855-2144

### PRESCOTT OFFICE

240 S. Montezuma St., Ste. 202B  
Prescott, AZ 86303-3028  
(928) 445-5710

### SHOW LOW OFFICE

581 E. Old Linden Rd., Ste. C  
Show Low, AZ 85901-4819  
(928) 537-8842

### TUCSON OFFICE

400 W. Congress, Ste. 212  
Tucson, AZ 85701-1311  
(520) 628-6345

### YUMA OFFICE

Crescent Center  
2450 S. 4th Ave., Ste. 117  
Yuma, AZ 85364-8557  
(928) 344-6990

**TDD (602) 542-1588**

**Or Toll Free outside Maricopa County**

**1 (888) 271-9286**

**Visit our Website at  
<http://www.azroc.gov>**

**The Registrar of Contractors is an Equal  
Employment Opportunity Reasonable  
Accommodation Agency**

## A Contractor's Guide ...

# Advertising and License Number Disclosure



## OUR SERVICES CAN HELP PROMOTE YOUR BUSINESS

The Registrar of Contractors has a useful website:



[www.azroc.gov](http://www.azroc.gov)

that provides information about contractor licenses including license classification, bonding status, complaint history and more.



Information is also available from customer service representatives in our Information Center. In Maricopa County dial (602) 542-1525, outside Maricopa County dial toll-free: 1(888) 271-9286.

License number disclosure in compliance with State laws will provide you an additional tool to use in promoting your business.

# Advertising Requirements for Contractors

## LICENSED CONTRACTORS



Arizona Revised Statute §32- 1124(B) requires that all advertising by a licensed contractor include the contractor's license number preceded by the acronym “**ROC**”, for example, ROC123456. A license number is always six digits and may contain leading zeros.

In addition to the license number disclosure in advertising, license numbers **are required** to be posted in a conspicuous place on premises where any work is being performed, and shall be placed on all documents used by the licensee in the regular conduct of business. This includes, but is not limited to, written bids, letterhead, loan forms, and business cards.

A licensed contractor who fails to comply with the State of Arizona's advertising and license disclosure requirements is subject to discipline under the Registrar of Contractors statutes governing licensed contractors.

## UNLICENSED CONTRACTORS



The exemption from licensure for contractors operating under the “handyman exemption,” Arizona Revised Statute §32-1121(A)(14), subparagraph (c), requires that any advertising include the phrase “**not a licensed contractor**”.

Unlicensed contractors who fail to include “**not a licensed contractor**” in advertisements lose their exempt status from licensure and are subject to criminal prosecution or civil fines for unlicensed advertising and possibly unlicensed contracting. Additionally, pursuant to Arizona Revised Statute §32-1121(A)(14), subparagraph (c), unlicensed contractors who do not have an exemption from licensure for failure to include the above language in their advertising are subject to investigation and prosecution for violations of the Arizona Consumer Fraud Act.