



**James Turcio**  
Building Official  
Issuing Authority

City of New Haven  
**BUILDING DEPARTMENT**

**Permit & License Center**

200 Orange Street, 5<sup>th</sup> Floor • New Haven, Connecticut 06510  
[www.cityofnewhaven.com](http://www.cityofnewhaven.com)



**Toni N. Harp**  
Mayor

# **SALES**

## **CLOSE OUT/DOOR-TO-DOOR/TAG SALE**

# **Ordinance**

# **Rules & Regulations**



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**Toni N. Harp**  
 Mayor

**Sales License Fees**

**CLOSE OUT**

(No More Than 15 Days) .....	\$125.00
(No More Than 30 Days) .....	\$250.00
(No More Than 60 Days) .....	\$350.00
 (Per Day Supplemental License) .....	 \$120.00

**DOOR-TO-DOOR**

(CT Residents, Per Year) .....	\$290.00
(Non-Residents, Per Year) .....	\$350.00
(Magazine Subscriptions Only, Per Year) .....	\$60.00

**TAG SALE**

(More Than 2 Consecutive Days) .....	\$40.00
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*If the Sales License application is denied by the City of New Haven, the applicant will be entitled to a full refund. However if the applicant withdraw their application for any other reason, there will be a fifty dollar (\$50.00) administrative processing fee withheld from payment reimbursement. Once issued a permit or license is not transferable and is not eligible for a refund.*



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## ***Required Documentation for Sales License (Door-To-Door)***

1. On company letterhead the applicant must provide written documentation of the following information:
  - Description of solicitations to be undertaken
  - Names of all individuals to be involved in solicitations
  - Dates, times and locations (street names with nearest cross street) where solicitations are to take place
2. Completed Application Packet, including certification of acknowledgment and background check request
3. Connecticut Sales & Use Tax Permit or proof of 501(c)3 non-profit status
4. Copy of the payment receipt for \$1,000 bond to be held by City Controller
5. Completed background check forms for each person who will be soliciting along with a copy of a valid photo identification with a current address, identification number and expiration date
6. Payment of permit fee:

(CT Residents, Per Year)	\$290.00
(Non-Residents, Per Year)	\$350.00

**Permits will only be issued upon the written approval from the  
New Haven Police Department.**



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**Rules & Regulations for Sales Licenses (Door-To-Door)**

License holders are prohibited from the following:

- (a) Conducting door-to-door sales before 9:00 a.m. or after sunset.
- (b) Implying that having a license constitutes an endorsement or recommendation by the City of New Haven.
- (c) Advertising in any manner that they have obtained a license from the City of New Haven.
- (d) Use of any false or deceptive inducements.
- (e) Misrepresent to a prospective customer that he is being given a special, introductory price or discount, or any other concession.
- (f) Misrepresent that anyone, whether connected with the seller or not, is interested in seeing that the prospective customer gets a bargain, special price, discount or any other concession.
- (g) Substitute any product or material, or deliver or apply a product of a different brand, grade, or quality from that represented by any sample, illustration or model.
- (h) Give any guarantee that is not specific, clear and definite, or which shall misrepresent or mislead the customer to believe that the manufacturer or anyone else is the guarantor of the product, or give any guarantee unless the same is in writing.
- (i) Start installation or apply a small portion of the product with the misrepresentation that it is a try out or test, or any other reason, where it is in fact done so that the seller can claim partial performance, or that work has actually begun on the job, and induce or force the purchaser into the terms of the contract.
- (j) Misrepresent or mislead the prospective customer into believing that insurance or some other form of protection will be given if the customer is in any way unable to make the payments agreed upon.
- (k) Misrepresent or mislead the customer into believing that the signing of any completion slip, financial statement, advertising agreement, contract, bond, promissory note, or any other document, either before or after completion of the job, will impose no obligation on the customer, or that such signing will relieve or end some or all of the seller's obligations.
- (l) Ask or require the customer to sign a completion slip before the installation or job is completed in accordance with the terms of the contract.



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**Rules & Regulations for Sales Licenses (Door-To-Door)**

(continued)

License holders are prohibited from the following:

- (m) Gaining entry or access into the prospective customer's home or onto his property under the guise of any governmental inspection right or duty, or the misrepresentation that the licensee has such authority, or under the guise that the licensee is an employee of a public utility, or is authorized to appear by any school authority.
- (n) Failure to disclose that the offered price does not include delivery or installation, if such is the fact.
- (o) Failure to disclose in writing all financial arrangements, interest, service fees, credit investigation costs, and any building or installation permit fees, or that the promissory note or any other similar instrument will be placed with a financial institution or collection agency.
- (p) Misrepresent through the use of any pictures, drawings or illustrations, scare tactics, demonstration devices or claims which threaten or imply any physical, mental or bodily harm.
- (q) Misrepresent that maintenance, service or repairs and replacement parts will be readily available within the customer's immediate trade area.
- (r) Disparage or degrade any of the seller's own products or services in order to attempt to induce the customer to buy higher priced products or material from the seller.
- (s) Misrepresent to the purchaser that his property is or will be condemned if no work is done, or that his property is or will be in danger if no work is done.
- (t) Promise or give any money as an inducement for making the sale, or promise to represent that the licensee will make the down payment.



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# **New Haven Code of General Ordinances**

## **Title III Chapter 17 Licenses and Permits**

### **Article IX. Sales Door-To-Door**



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**New Haven Code of General Ordinances – Chapter 17 Licenses and Permits**

**Article IX. Sales Door-To-Door**

[Sec. 17-9. Provisions of Article I apply.](#)

[Sec. 17-9.1. License required.](#)

[Sec. 17-9.2. Application.](#)

[Sec. 17-9.3. Conditions.](#)

[Sec. 17-9.4. Issuance.](#)

[Sec. 17-9.5. Prohibited acts.](#)

[Sec. 17-9.6. Soliciting by children.](#)

[Sec. 17-9.7. Duties.](#)

**Sec. 17-9. Provisions of Article I apply.**

The provisions of Article I, Licenses and Permits In General, of this chapter also apply to the activities regulated by this article.

(Ord. No. 1304, Pt. I(J), 12-17-01)

**Sec. 17-9.1. License required.**

- (a) Unless otherwise authorized by law, it is unlawful for any person to go from door-to-door for the purpose of selling or soliciting orders for the sale of merchandise, services, subscriptions, or any combination thereof, without prior specific request by an occupant of the premises, or without first securing a home solicitation license from the issuer.
- (b) Pursuant to section 21-38 of the general statutes, any person engaging in conduct contrary to the provisions of this article will be fined the maximum amount allowed by said statute. Each day that a person operates in violation of this article constitutes a separate violation.

(Ord. No. 1304, Pt. I(J), 12-17-01)

**Sec. 17-9.2. Application.**

All applications for a home solicitation license shall be in writing on a form prescribed by the issuer. The application shall include all of the following information in addition to all of the information required by section 17-1.3 of this Code:

- (a) A valid Connecticut state tax number.
- (b) A description of the merchandise, services or subscriptions to be sold.

(Ord. No. 1304, Pt. I(J), 12-17-01)

**New Haven Code of General Ordinances – Chapter 17 Licenses and Permits**  
**Article IX. Sales Door-To-Door**

**Sec. 17-9.3. Conditions.**

- (a) The applicant shall file a bond in the sum of one thousand dollars (\$1,000.00) with the issuer to be held by the controller. A copy of the receipt showing payment of said bond, a picture of the applicant suitable for inclusion in the license identification, and the licensing fee, if any, must be filed with the application.
- (b) The police chief or his designee shall investigate the applicant's business conduct, including but not limited to inquiries to any police department, better business bureau or consumer protection department, and the neighborhood where the solicitation is to be conducted, to ensure that the proposed solicitation would not have a negative impact upon the public safety, health and welfare.

(Ord. No. 1304, Pt. I(J), 12-17-01)

**Sec. 17-9.4. Issuance.**

Upon finding that the facts stated in the application are true and complete, and upon payment of a fee as prescribed by section 17-201 of this Code, the issuer shall issue a dated and signed license in accordance with the provisions of this article. The license identification shall include the full name of the licensee and a photograph of the licensee. The licensee shall carry the license identification on his person, and the license shall be exhibited to anyone requesting to see the same at any time while engaged in the activities authorized by such license. The license shall be personal and nontransferable.

(Ord. No. 1304, Pt. I(J), 12-17-01)

**Sec. 17-9.5. Prohibited acts.**

No licensee shall:

- (a) Conduct door-to-door sales before 9:00 a.m. or after sunset.
- (b) Imply that having a license constitutes an endorsement or recommendation by the city.
- (c) Advertise in any manner that they have obtained a license from the city.
- (d) Use any false or deceptive inducements.
- (e) Misrepresent to a prospective customer that he is being given a special, introductory price or discount, or any other concession.
- (f) Misrepresent that anyone, whether connected with the seller or not, is interested in seeing that the prospective customer gets a bargain, special price, discount or any other concession.
- (g) Substitute any product or material, or deliver or apply a product of a different brand, grade, or quality from that represented by any sample, illustration or model.



**New Haven Code of General Ordinances – Chapter 17 Licenses and Permits**  
**Article IX. Sales Door-To-Door**

- (h) Give any guarantee that is not specific, clear and definite, or which shall misrepresent or mislead the customer to believe that the manufacturer or anyone else is the guarantor of the product, or give any guarantee unless the same is in writing.
- (i) Start installation or apply a small portion of the product with the misrepresentation that it is a try out or test, or any other reason, where it is in fact done so that the seller can claim partial performance, or that work has actually begun on the job, and induce or force the purchaser into the terms of the contract.
- (j) Misrepresent or mislead the prospective customer into believing that insurance or some other form of protection will be given if the customer is in any way unable to make the payments agreed upon.
- (k) Misrepresent or mislead the customer into believing that the signing of any completion slip, financial statement, advertising agreement, contract, bond, promissory note, or any other document, either before or after completion of the job, will impose no obligation on the customer, or that such signing will relieve or end some or all of the seller's obligations.
- (l) Ask or require the customer to sign a completion slip before the installation or job is completed in accordance with the terms of the contract.
- (m) Gain entry or access into the prospective customer's home or onto his property under the guise of any governmental inspection right or duty, or the misrepresentation that the licensee has such authority, or under the guise that the licensee is an employee of a public utility, or is authorized to appear by any school authority.
- (n) Fail to disclose that the offered price does not include delivery or installation, if such is the fact.
- (o) Fail to disclose in writing all financial arrangements, interest, service fees, credit investigation costs, and any building or installation permit fees, or that the promissory note or any other similar instrument will be placed with a financial institution or collection agency.
- (p) Misrepresent through the use of any pictures, drawings or illustrations, scare tactics, demonstration devices or claims which threaten or imply any physical, mental or bodily harm.
- (q) Misrepresent that maintenance, service or repairs and replacement parts will be readily available within the customer's immediate trade area.

**New Haven Code of General Ordinances – Chapter 17 Licenses and Permits**  
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- (r) Disparage or degrade any of the seller's own products or services in order to attempt to induce the customer to buy higher priced products or material from the seller.
- (s) Misrepresent to the purchaser that his property is or will be condemned if no work is done, or that his property is or will be in danger if no work is done.
- (t) Promise or give any money as an inducement for making the sale, or promise to represent that the licensee will make the down payment.

(Ord. No. 1304, Pt. I(J), 12-17-01)

**Sec. 17-9.6. Soliciting by children.**

No child under the age of sixteen (16) years shall be allowed to engage in soliciting or other conduct under this article, unless they have been issued working papers by the issuing authority, or are otherwise permitted to do so under state and/or federal law.

(Ord. No. 1304, Pt. I(J), 12-17-01)

**Sec. 17-9.7. Duties.**

All persons licensed under this article shall furnish a copy of all written documents to the purchaser, who is requested to sign at the time of the signing. Before beginning work of any kind, the licensee must enter into a contract or performing firm agreement with the purchaser as to the price and work to be done, provided that no written contract shall be required where work to be done is of an emergency nature, and the total cost does not exceed fifty dollars (\$50.00). Any such agreement shall include therein a complete statement as to all of the following:

- (a) Specific work to be done.
- (b) Material to be used, describing it by brand name if possible, and by weight, size and color.
- (c) Guarantees and warranties made or represented to the buyer in writing, setting forth by whom guaranteed or warranted, and any and all exclusions and limitations as to costs to repair replacement of parts, service charges and labor charges.
- (d) The time in which the work is expected to be completed.
- (e) All financing, including the initial cost, any time charges, together with the amount of payment, the time at which the payments will begin, and length of time for which they will continue.
- (f) A statement agreeing to restore and repair any part of the purchaser's property that is destroyed or damaged, where such damage results from the acts of the contractor, or of the seller, or any of their agents or employees.

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- (g) A statement that the fact that the licensee has a license from the city does not constitute an endorsement of the person, product or service by the city.

Ord. No. 1304, Pt. I(J), 12-17-01)