

Chapter Ag 110

ROOFING AND SIDING

Ag 110.01 Prohibited trade practices; roofing and siding

Ag 110.02 Contract requirements

Ag 110.01 Prohibited trade practices; roofing and siding. All persons, firms and corporations, their officers, representatives, agents and employes, in selling roofing and siding at retail in Wisconsin, shall cease and desist from using any methods of competition and trade practices that mislead or tend to mislead or deceive prospective customers, and particularly the following:

(1) To misrepresent or falsely state to a prospective customer that his dwelling is to serve as a so-called "model home" or "advertising job", and that he will be paid a commission or other compensation for any other sales which the seller may make in the vicinity or within a specified distance from the customer's home and in that way lead the customer to believe that the cost of the improvement will be fully paid or greatly reduced by reason thereof.

(2) To tell or represent to a prospective customer that he is being given a "wholesale price", or "special price", "at cost", or at a "confidential discount", or some other special concession that is to be arranged for his particular benefit when such is not the case.

(3) To falsely represent that some official of the seller company is especially interested in seeing that the customer gets a bargain and that if the offer is not accepted immediately it will be withdrawn.

(4) To lead a prospective customer to believe that the material he is getting is fireproof or incombustible when it is only fire-resistant; or lead a customer to believe that he is to receive material manufactured by a well-known or nationally advertised manufacturer or concern, or to otherwise in any manner misrepresent any material fact as to the quality, weight or character of the material to be furnished; or to deliver material substituted for or in imitation of any sample or otherwise described material shown to the prospective customer; or in any other manner to deceive or mislead the prospective customer as to trade-mark, trade name, brand, label, or otherwise designated or identified materials; or deliver to him material of cheaper or lower quality.

(5) To give any guarantee that is not specific, definite and clear and which the seller is not in a position to or is unable to comply with, or which the manufacturer does not give to his customers, or in any way misrepresent the durability of the material.

(6) To apply a small amount of material and tell the customer that it is done as a test of some kind when in truth and in fact it is done so that the seller can claim that the work has actually begun on the job and force the purchaser into the terms of the contract.

(7) To misrepresent or falsely state to a prospective customer or lead the customer to believe that in the event of unemployment, sickness, death, or for any other reason the customer is unable to make the payments agreed upon, he is fully protected by an insurance policy or other form of protection.