

Contractors May Resume Door-to-Door Sales and Solicitations

May 28, 2020

This content was published prior to the combination of Dentons Davis Brown. Learn more about Dentons Davis Brown.

Door-to-door sales and solicitations were one of the many business operations prohibited under Iowa's Public Health Disaster Emergency Declarations and many businesses struggled without the ability to conduct this normal part of their marketing strategy.

The Governor's May 26 proclamation did not expressly address door-to-door sales/solicitations, but in our firm's communications with the Governor's Office, we have received clarification and confirmation that the prohibition on door-to-door sales/solicitations expired as of May 27, 11:59 p.m. Contractors, including storm response contractors, are now able to resume this vital aspect of their marketing.

As our spring storm season ramps up, we know many roofing, siding, windows, and other storm response contractors will find new clients through door-to-door sales, but we continue to emphasize the importance of all contractors staying vigilant in obeying Iowa law relating to storm response projects and other projects involving homeowner insurance claims.

As covered in April, the Iowa Insurance Division has begun penalizing companies that act as an unlicensed public adjuster. Your door-to-door sales teams and project managers should be properly trained on how to talk with customers about storm response damage, often covered under homeowner's insurance policies, and the necessary repairs to be made to remediate such damage, without violating the law.

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