

# Harmari Contractor Report Case Study: Louisiana

Unlicensed contractors operating in any jurisdiction poses a challenge for any contractor licensing board. With budget-consciousness in mind, a delicate balance exists between putting the hammer down and gentle guidance in the right direction. Below is a positive example of how the Harmari Contractor Report helped the Louisiana State Licensing Board for Contractors generate a small, but noticeable impact with a low cost, efficient email marketing campaign within Craigslist advertisers.

The case study starts with a snapshot of the Contractor Report, zoomed in on a cluster of ads from the same contractor (identified by phone number) offering electrical services. Notice the column highlighted in red which is where the license information is supposed to be entered for the ad. One subtle difference in the licensing of the ad circled in red is that a license number is indicated where in the previous ads, the only claim was that the contractor was licensed in the state.

Phone	Title	License	Date Posted	Location	Contact Info	Stored Link	Live Link
985-630-3248	ELECTRICAL SERVICES, Residential/Light Commercial/Marine	Louisiana State Licensed/ St. Tammany, Orleans, Jefferson Parishes, St. Bernard	2012-03-31	St. Tammany/Northshore, St. Bernard, Orleans	<a href="#">contact-info</a>	<a href="#">link-stor</a>	<a href="#">link</a>
985-630-3248	AKA Electrical Services, LLC	State Licensed and Insured	2012-06-01	All Louisiana	<a href="#">contact-info</a>	<a href="#">link-stor</a>	<a href="#">link</a>
985-630-3248	AKA ELECTRICAL SERVICES, LLC	State Licensed #57067, St. Tammany, Orleans, Jefferson, St.	2012-06-27	Abita Springs, LA. and within 100 miles	<a href="#">contact-info</a>	<a href="#">link-stor</a>	<a href="#">link</a>
985-290-8398, 228-304-1087	Semi Ret. Carpenter and Tradesman	Unlicensed	2012-03-29	North and South Shore	<a href="#">contact-info</a>	<a href="#">link-stor</a>	<a href="#">link</a>
985-290-8398, 228-304-1087	Skilled Tradesman/Carpenter	Unlicensed	2012-04-17	Nawlins-to 50 Miles	<a href="#">contact-info</a>	<a href="#">link-stor</a>	<a href="#">link</a>
985-290-8398, 228-304-1087	Tradesman-Carpenter	Unlicensed	2012-05-06	Nawlins to 50 Miles	<a href="#">contact-info</a>	<a href="#">link-stor</a>	<a href="#">link</a>

LSLBC uses this Harmari Contractor Report to efficiently email any unlicensed contractors advertising on Craigslist stating that a license is required if they engage in contracting work within Louisiana above \$1500 per project. Now below left is a recent license check on the LSLBC Website.

www.lslbc.louisiana.gov/search/cdetail.asp?id=249197

**LSLBC**  
Louisiana State Licensing Board for Contractors

HOME ABOUT US FOR CONSUMERS FOR CONTRACTORS NEW

Licensing Board's Online Database

**Search Results - Contractor Detail**

**Business Name:** AKA ELECTRICAL SERVICES LLC  
**Mailing Address:** 23564 Tarpon Springs Drive  
 Abita Springs, LA 70420  
**Phone Number:** (985) 630-3248  
**Fax Number:** (985) 893-4490  
**Email Address:** [mjwalle@att.net](mailto:mjwalle@att.net)  
**Website:**

**Active Licenses**

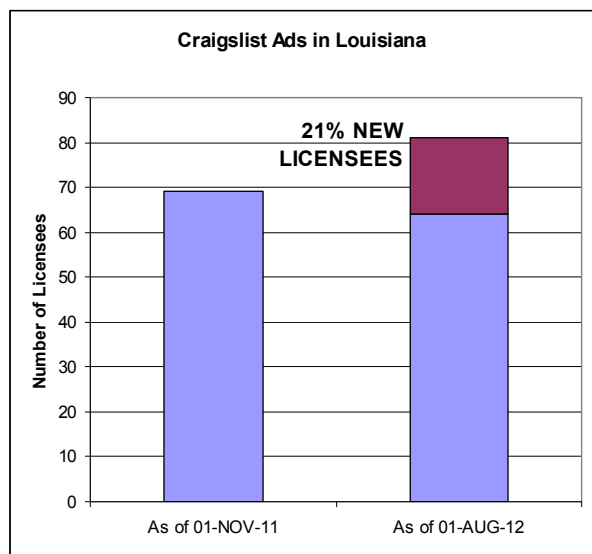
Lic#	Type	Status	Effective	Expiration	First Issued
57067	Commercial License Certificate	LICENSED	05/31/2012	05/31/2013	05/31/2012

**Classifications:**

Class	Qual Party	Valid Parishes
ELECTRICAL WORK (STATEWIDE)	Melvin Joseph Walle Jr.	ALL

The license was *first issued* on May 31, 2012 even though the business *claimed* to be licensed in their ad above as early as March 31, 2012. In fact, out of 81 unique contracting firms that advertised on Craigslist from November 1, 2011 to August 1, 2012, **17 new firms** were licensed. The graph on the right illustrates the point: **a 21% increase in licensees over the course of the study**, which indicates that the email campaign worked!

Even more: LTAS Technologies is unveiling its latest development: the Auto Ad Sentry. It can perform the same notification in a massive scale by telephone, SMS, email *and* regular mail. It's a turnkey solution to gently remind contractors of licensing requirements in your jurisdiction.



Contact LTAS Technologies today!  
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