

To: City of Appleton Safety & Licensing Committee
From: Eric Maggio, Health Operations Supervisor
Date: 3/10/2025
Re: Denial of Commercial Solicitor's License – Yanda's Distribution LLC

Background:

On August 14, 2014, three representatives from Yanda's Distribution LLC engaged in unethical and high-pressure sales tactics while attempting to sell a vacuum system totaling \$3,078 to a developmentally disabled woman.

Two solicitors initially arrived at her residence, with one using flirtation as a tactic to manipulate the customer. A third man then joined them, further escalating the pressure. The woman, feeling intimidated and scared, believed the only way to get them to leave was to purchase the vacuum.

A concerned friend of the individual later contacted me regarding the situation. Upon contacting the woman, it was immediately evident that she was vulnerable and had been taken advantage of by the solicitors.

Investigation & Resolution:

It was confirmed that the solicitors were operating without the required commercial solicitation license, despite Yanda's Distribution LLC being fully aware of the city's licensing requirements before this incident.

To rectify the situation, I intervened and made it clear to the company that legal action and citations would be pursued if the vacuum was not returned. Only after this threat did Yanda's Distribution LLC agree to take back the product and issue a full refund.

Recommendation:

Given this history of predatory sales tactics, intimidation, and disregard for licensing requirements, I strongly recommend the denial of Yanda's Distribution LLC's application for a commercial solicitor's license in the City of Appleton. Allowing this business to conduct door-to-door sales poses an unacceptable risk to residents, particularly those who are vulnerable to coercive tactics.

Please let me know if you need any additional information regarding this matter.

Thanks,
Eric Maggio – Operations Supervisor
City of Appleton