



## PRECIOUS METAL & GEM DEALER LICENSE INFORMATION

Office of the City Clerk License Division  
 200 E. Wells St. Room 105, Milwaukee, WI 53202  
 (414) 286-2238 e-mail: [license@milwaukee.gov](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

### Who needs a Precious Metal & Gem Dealer License?

Any person or business that buys, sells, or receives secondhand jewelry, sterling silverware or gold or silver coins or bullion to and from the public.

### Definitions

**JEWELRY** means any item of personal property ordinarily wearable on the person consisting in whole or in part of gold, silver, platinum, aluminum, lead, brass, copper, pewter, alexandrite, diamonds, emeralds, garnets, opals, rubies, pearls, jade, and such other metals, minerals or gems commonly called precious or semiprecious.

**SECONDHAND** means previously owned by a member of the general public immediately prior to the transaction. It does not mean previously owned by a wholesaler, retailer or by a secondhand dealer licensed under s. 92-2.

### Exemptions

- Occasional garage or yard sale, estate sale, a gun, knife, gem or antique show or a convention.
- Any transaction with a licensed secondhand jewelry dealer.
- Any transaction entered into by a person while engaged in a business of smelting refining, assaying, or manufacturing precious metals, gems, or valuable articles if the person has no retail operation open to the public.
- Any transaction between a buyer of new jewelry and the person who sold the jewelry when new which involves the return of the jewelry or the exchange of the jewelry for different, new jewelry.
- Any transaction as a purchaser or seller of secondhand jewelry from a charitable organization if the secondhand jewelry was a gift to the charitable organization.

### License Period

License expires 1 year from date of issuance.  
 License must be issued within 1 year of approval, or a waiver from the Licenses Committee is needed.

### Applying for the License

The following items are needed at time of application:

- \$150 license fee
- Business License Application (ccl-busapp)
- Business License Plan of Operation (ccl-busplan)
- Precious Metal & Gem Dealer License Supplemental Plan of Operation (ccl-pmgplan)

### Requirements

#### Business License Information

In addition to the requirements listed on the "Business License Information" sheet, the following requirements must be met:

#### Provide Proof of Residency

At least 24 hours after filing your application, call the Milwaukee Police Department License Investigation Unit at (414) 935-7430 for instructions on complying with the residency requirement. Processing of your application will be delayed if this is not done in a timely manner.

The individual, both partners, or agent of a corporation or limited liability company must be a resident of the state of Wisconsin for at least 90 days before the date of application.

#### Set Up A NEWPRS Account

Call Officer Thiele at (414) 935-7339 to set up a NEWPRS account. NEWPRS (Northeastern Wisconsin Property Reporting System) is a computer database you must use to manage and store purchase information.

The license will not be issued until we are advised by Officer Thiele that you have set up a NEWPRS account.

### Additional Information

#### Record Keeping

If you have any questions relating to records that must be kept or the proper means of identification, please contact the Milwaukee Police Department, Gold and Silver Detail, (414) 935-7280.

#### Pawnbroker License

A separate Pawnbroker License is needed for any business that lends money on personal property or goods, which are a guarantee of security for the loan.

#### Regulations

- Milwaukee Code of Ordinances 92
- Available online at [www.milwaukee.gov/ordinances](http://www.milwaukee.gov/ordinances)



## PRECIOUS METAL & GEM DEALER LICENSE SUPPLEMENTAL PLAN OF OPERATION

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Legal Entity Name:

Premises Address:

(Main address of the business where all records are kept and available for inspection.)

### STATE OF INCORPORATION

State of incorporation is required for corporations and limited liability companies:

### INDIVIDUAL, ALL PARTNERS, OR AGENT OF CORP/LLC

Place of birth:  WI  Other: \_\_\_\_\_

Have you been living in Wisconsin for at least one year prior to filing this application?

No If no, you are not eligible to apply for this license at this time. Per MCO 92-2-5-c, the individual, all partners, or agent must live in the state of Wisconsin for one year prior to the filing of the application.

Yes If yes, list all address(es) where you lived within the last year:  Current Address Only

Other: \_\_\_\_\_

### MERCHANDISE

What will you be selling buying exchanging?

Check all that apply:

Jewelry (precious or semiprecious)  Sterling silverware  Gold or Silver Coins  Bullion

Other: \_\_\_\_\_

Will any selling, buying and/or exchanges take place at any other location besides the premise address?

No

Yes If yes, how will these transactions be conducted?

At temporary locations  Door-to-Door  Other: \_\_\_\_\_

Will a scale be used for items being sold by weight (price per pound, ounce, gram, etc.)?  No  Yes

Will a barcode scanner be used to determine the price of items?  No  Yes

If yes to either question, a Weights & Measures License is also required.

An application can be obtained from [www.milwaukee.gov/license](http://www.milwaukee.gov/license) or by contacting our office.

### MANAGER

Same as individual, partner or agent of corporation/limited liability company

Other: Name: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Address (include city, state, zip code): \_\_\_\_\_

**LIST ANY OTHER LICENSES YOU HOLD AT THIS ADDRESS AND THE STATUS**

<input type="checkbox"/> Occupancy Permits <input type="checkbox"/> Active <input type="checkbox"/> Suspended <input type="checkbox"/> Other: _____	<input type="checkbox"/> Wisconsin State Seller's Permit <input type="checkbox"/> Active <input type="checkbox"/> Suspended <input type="checkbox"/> Other: _____	<input type="checkbox"/> Other(s): _____ <input type="checkbox"/> Active <input type="checkbox"/> Suspended <input type="checkbox"/> Other: _____
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**OTHER LICENSED LOCATIONS**

Do you hold any other Precious Metal & Gem licenses for other locations in the City of Milwaukee?  
 No  Yes If yes, provide the addresses: \_\_\_\_\_

**SECURITY**

What are your plans to provide security for business records?  
 Safe  Locked Cabinet  Other: \_\_\_\_\_

What are your plans to provide security for transactions and travel involving Precious Metal and Gems taking place at locations other than the business premises?  
 Safe  Security Guard  Other: \_\_\_\_\_

What are your plans to make sure business is not done with minors?  
 ID check  Other: \_\_\_\_\_

**ANNUAL SALES**

What is your estimated sales volume for the calendar year in US Dollars? \$ \_\_\_\_\_  
 What percentage of your estimated sales is comprised of gold? \_\_\_\_\_%

I have read and understand the Summary of Precious Metals & Gems Dealers Regulations Brochure  No  Yes

**SIGNATURE(S)**

**I understand that a NEWPRS account (a database to manage and store purchase information) must be obtained prior to operating and utilized for all business transactions.**

\_\_\_\_\_  
 Sole Proprietor, Partner, 20% or more Shareholder,  
 or the Agent - only if there are no 20% or more shareholders

\_\_\_\_\_  
 Signature of additional partner or 20% or more shareholder

***SUBMIT THIS FORM WITH THE  
 BUSINESS LICENSE APPLICATION & BUSINESS LICENSE PLAN OF OPERATION***

Office Use Only:			
Initials	Filed	App	Paid
MPD	DNS	LC	Requeue to LIU
CC	LIU Approval (NEWPRS)	Issued	License #