



SECONDHAND DEALER AND SECONDHAND DEALER MALL LICENSE INFORMATION

ccl-shd 6/17/14

Office of the City Clerk License Division

200 E. Wells St. Room 105, Milwaukee, WI 53202

(414) 286-2238 e-mail address: license@milwaukee.gov www.milwaukee.gov/license

Who needs a Secondhand Dealer License?

License required for any person, firm, partnership, corporation or association operating, owning or leasing a fixed place of business for the purchase, sale or exchange of any secondhand articles of personal property.

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.

License Fee

\$150

Who needs a Secondhand Dealer Mall License?

The owner of a business, at which 2 more secondhand dealers are engaged in business by maintaining separate sales space and identifying themselves to the public as individual dealers, may obtain a secondhand dealer mall license for that location. No individual secondhand dealer license is required of the tenant occupants of such premises.

License Period

License expires 2 years from date of issuance.

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

License Fee

\$225

Definition of Secondhand

“Secondhand” means previously owned by a member of the general public immediately prior to the transaction at hand. It does not mean previously owned by a wholesaler, retailer or another secondhand dealer.

Forms Needed

- ccl-bapp-Business Application
- ccl-shd1-Supplemental Application for Secondhand Dealer/Secondhand Dealer Mall

Exemptions

This license is not required for those parties dealing in motor vehicles, coins, stamps, gold and silver bullion, secondhand jewelry, videos, cassettes, compact discs, baseball cards, secondhand books and magazines, works of fine art and secondhand industrial machinery and equipment; a business as a licensed precious metal and gem dealer, pawnbroker, junk collector, junk dealer or auctioneer; transactions at occasional garage or yard sales, estate sales, coin, gem, stamp or antique shows, conventions or auctions; or to any charitable organization or to any person conducting a sale the proceeds of which are donated to a charitable organization.

Fingerprinting

Fingerprinting is required. See Business Application Information sheet for instructions.

Residency Requirement

The individual, both partners, or agent of a corporation or limited liability company must be a resident of the state of Wisconsin for one year prior to the date of application. Proof of residency must be submitted to the Milwaukee Police Department License Investigation Unit upon application, please call (414) 935-7430 to comply with this requirement.

Reporting Compliance

Prior to operating, you must establish a NEWPRS account. NEWPRS (Northeastern Wisconsin Property Reporting System) is a database you must utilize to manage and store purchase information.

Contact Officer Thiele at (414) 935-7339 for instructions.

Ordinance Regulations

Milwaukee City Ordinance 92-2 is available online at www.milwaukee.gov/ordinances.



**SECONDHAND DEALER & SECONDHAND DEALER MALL
SUPPLEMENTAL APPLICATION**

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202

CCL-SHD1 7/17/14

Legal Entity Name:

Premises Address:

APPLICANT

Place of birth:

Place of Residence in last year (Address, City, State, Zip):

(Per 92-2-5-c of the Milwaukee Code of Ordinances, the individual, partners, or agent must reside in the state of Wisconsin for one year prior to the filing of the application.)

BUILDING OWNER

Name:

Address (include city, state, zip code):

MERCHANDISE

List all type(s) of merchandise for sale:

MANAGER OF BUSINESS

Name:

Date of Birth:

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

HOURS OF OPERATION

Day of Week	Hours of Operation (include a.m. or p.m.) (Example: 9:00 a.m. - 5:00 p.m.)	Estimated Number of Customers per day
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		

LIST OTHER LICENSES HELD BY THE APPLICANT AND THE STATUS(ES)

<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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DESCRIBE YOUR PLANS TO:

1. Provide security for the business premises:
2. Provide security for business records:
3. Ensure that business is not conducted with minors:

ANNUAL SALES

What is your estimated sales volume for the calendar year in US Dollars? \$_____

AFFIRMATION OF UNDERSTANDING – REGULATIONS

Please read and initial each item confirming your understanding:

- 1. _____ I understand no purchase or exchange of any property may be made without obtaining the seller’s identification information, as stipulated in 92-11 of the Milwaukee Code of Ordinances (MCO).
- 2. _____ I understand no item may be received with an altered or obliterated serial number.
- 3. _____ I understand description records of any item purchased or exchanged must be maintained as stipulated in 92-12 of the MCO.
- 4. _____ I understand that each transaction description record must be reported as stipulated in 92-13 of the MCO, including color photographs and color video recordings as required in 92-12-3 MCO.
- 5. _____ I understand that every item purchased or exchanged must be available for inspection by the police department at any reasonable time.
- 6. _____ I understand that every item exchanged or purchased or accepted on consignment must be kept on the dealer’s premises separate and apart from any other property, unchanged and unaltered, for 10 days for inspection by the police department; additional holding periods may be requested by the department.
- 7. _____ I understand that the police may extend the 10 day holding period if there is reason to believe that the item purchased or exchanged was not sold or exchanged by the rightful owner.
- 8. _____ I understand that no transactions may be conducted with a minor less than 18 years of age unless the minor is with a parent or guardian, or the dealer has a written consent on file signed in the dealer’s presence by the parent or guardian.
- 9. _____ I understand secondhand dealer must report to the police department any item presented in the course of business if there is reason to believe the item was stolen.

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.

Print Name _____

Signature _____

SUBMIT THIS FORM ALONG WITH THE “BUSINESS LICENSE APPLICATION”

Office Use Only:

Initials _____ Filed _____ App# _____ WI Resident 1 Year

MPD DNS SP

NEW: LC _____ Requeue to LIU after LC Approval (NEWPRS acct obtained)

Granted _____ License _____