



License Information Sheet

Form
PAS-info

Private Alarm Business



\$300

License Fee
Sales Businesses \$450



2 Year

License Term



s. 105-75

Code Reference
Milwaukee.gov/ordinances

Who Needs a License?



Yes

- Any private alarm business, private alarm sales business, or private first responder operating in the city of Milwaukee
- Alarm means any mechanical or electrical equipment arranged to signal the occurrence of a fire, burglary, or robbery



No

- Anyone monitoring their own business or residential alarm
- "Satellite" offices of a licensed private alarm business
- "In-house" private alarm businesses that do not offer services to the public

Getting Started

- ☐ Review the License Quick-Start Guide
- ☐ Submit all of the following:
 - ☐ A complete application at www.milwaukee.gov
 - ☐ Payment

Quick-Start Guide



See our [Quick-Start Guide](#) for detailed instructions on submitting an application, licensing requirements, the approval process, and other important information.

Resources



Want to learn more?
Visit our website!

Milwaukee.gov/RedTapeRescue





Checklist

Easy As...

Form PAS-info Apr 2020

1 Requirements

Before you apply

There are 3 different types of alarm business licenses. Review the following before you apply:

- **Private Alarm Business:**

Anyone who provides, sells, leases, rents, installs, monitors, services, alters, moves, or otherwise causes any alarm system to be sold, installed, monitored, serviced or altered.

- **Private First Responder:**

Anyone who verifies an alarm has occurred before contacting the police department. This license type is not required for monitoring done by video only.

- **Private Alarm Sales:**

Anyone who distributes product or service information to the public, whether printed, door-to-door, electronic, or otherwise.

Before the License can be Issued:

- ☐ [Contact the Department of Neighborhood Services](#)

Who? Businesses located in the city of Milwaukee must obtain an [occupancy permit](#).

- ☐ [Department of Financial Institutions Registration](#)

Who? Corporations, LLCs, and nonprofits must submit proof of registration to the License Division.

2 Approval

Background Investigation

The Milwaukee Police Department completes a background check and sends a report to the License Division.

Items or Objections

All applications are approved by the Milwaukee Common Council:

- If there are items on the police report or objections on file, you may receive a notice to appear before the Public Works Committee.
- If the Licenses Committee recommends granting the license, it goes to the Common Council for final approval.

Licensing Notices

All correspondence (notices, letters, etc.) from the License Division will be sent to the agent of the corporation/LLC listed on the Business Ownership Form (Form OWN).

Large
Print



Upon request, this material is available in alternative formats for individuals with disabilities. Contact ADACoordinator@milwaukee.gov, (414) 286-3475 or TTY: 711. Provide 72 hours advance notice, seven days for Braille.

3 Important

Alarm Sales Personnel

All alarm sales personnel engaged in sales activities directly with the public must register with the License Division within 10 days of employment and 10 days of termination.

An electronic file certifying the employment and containing an accurate depiction of the photo-identification badge of the salesperson must be submitted to license@milwaukee.gov with the subject header listed as "Alarm Salesperson".

This includes any person employed by, contracted by, or otherwise engaged in the sale, rental, or leasing of alarm systems for the alarm business.

Private First Responder

All individuals licensed as Private First Responders must hold a state "Security Person" permit issued by the [WI Department of Safety and Professional Services](#).

Electrical Contractors

All electrical installation contractors, including those installing low-voltage alarm systems, must be licensed by the Department of Neighborhood Services. Call (414) 286-2532 for details.