



License Information Sheet

Form
UCAR-info

Secondhand Motor Vehicle Dealer



\$335
License Fee



2 Year
License Term



Ch. 92
Code Reference
Milwaukee.gov/ordinances

Who Needs a License?



Yes

- Any business buying, selling, exchanging, or dealing in secondhand motor vehicles
- Includes dealing in secondhand *parts* of motor vehicles, either wholesale or retail



No

- Any business dealing *exclusively* in secondhand parts of motor vehicles should instead obtain a Recycling, Salvaging or Towing License (see form RSTP-info)

Getting Started

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

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1 Requirements

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.

- ☐ [Wisconsin Seller's Permit](#)

Who? Most applicants must submit a WI Seller's Permit to the License Division at the time of application. A Permit is not needed for a Wholesale-only license.

2 Approval

Background Investigation

After you submit a completed application, the Milwaukee Police Department completes a background check and sends a report to the License Division.

Licenses Committee

You may be asked to appear before the Common Council's Licenses Committee.

If asked to appear, you will receive written notice of the date and time of the meeting prior to the hearing.

The Committee makes a recommendation to the Common Council to either approve or deny the license.

Common Council

Applications recommended for approval by the Licenses Committee are typically granted at the Common Council meeting following the Committee hearing.

3 Important

State License

For information about obtaining a State of WI Motor Vehicle license, contact the WI Department of Transportation (Dealer Section):

- www.dot.wi.gov
- (608) 266-1425
- P.O. Box 7909
Madison, WI 53707

Municipalities are required to sign the State license form. We cannot sign your form until you have been granted and issued a City of Milwaukee Secondhand Motor Vehicle Dealer License.

No Sales on Sundays

It is illegal for any licensee to sell, barter, exchange, demonstrate, or loan any motor vehicle, whether new or secondhand, on Sundays.

Additional Regulations

- Wholesale dealers cannot have more than 3 vehicles parked in an area zoned for commercial use.
- No vehicles can be parked & no customers are allowed at a residential wholesale location.
- All vehicles associated with the business and all repair work must be confined to the licensed premises.
- Used motor vehicle keys must be kept in a secure lockbox inside the premises when no open for business

Large
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