



SECONDHAND DEALER LICENSE SUPPLEMENTAL INFORMATION

ccl-shdinfo 10/14/19

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 email address: license@milwaukee.gov

Who needs a license?

Secondhand Dealers – any business that buys, sells, or trades items previously owned by a member of the general public immediately prior to the transaction at hand

Secondhand Dealer Malls – a business that rents space to two or more vendors with separate spaces. The owner must have control of the premises with one central point of payment

Pawnbrokers – a business that lends money on personal property that is pledged as security for loans. If the loans are not repaid within specified periods of time, the goods used as security may be sold

Precious Metal & Gem Dealers – a business which buys, sells, or receives to/from the public the following:
secondhand jewelry, sterling silverware, gold or silver coins or bullion

Exemptions

Licenses are not required for the following:

- Secondhand dealers renting space at a licensed secondhand dealer mall
- Businesses dealing only in motor vehicles, stamps, audio and video media, baseball cards, books and magazines, works of fine art, or secondhand industrial machinery and equipment
- Any individual registered as an auctioneer under Ch. 480 Wis. Stats.
- Transactions at occasional garage or yard sales; estate sales; coin, gem, stamp or antique shows; gun or knife shows; conventions; or auctions
- Any nonprofit organization or to any person conducting a sale from which the proceeds are donated to a nonprofit organization
- Transactions between a buyer of new jewelry and the person who sold the jewelry which involves the return or exchange of merchandise for different, new jewelry

License Period

License expires two years from date of issuance.

Fee

\$275; the fee for businesses exclusively dealing in bicycles is \$75.

Forms Needed

- Business License Application (ccl-busapp)
- Business License Plan of Operation (ccl-busplan)
- Secondhand Dealer License Supplemental Plan of Operation (ccl-shdplan)

Requirements

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

Fingerprints

See the Business License Information Sheet for instructions. Businesses exclusively dealing in bicycles are not required to submit fingerprints.

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

Contact the License Investigation Unit at (414) 935-7430 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.

Regulations

- Milwaukee Code of Ordinances 92



SECONDHAND DEALER LICENSE SUPPLEMENTAL PLAN OF OPERATION

ccl-shdplan 10/17/19

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

Legal Entity Name:

Premises Address:

What type of business will you operate? (Select all that apply)

- Secondhand Dealer Secondhand Dealer-Bicycles Only Secondhand Dealer Mall
 Pawnbroker Precious Metal & Gem Dealer

Residency

Has the agent, sole proprietor, or both partners lived in Wisconsin for at least 90 days prior to filing this application?

- Yes No If no, you are not eligible to apply for this license at this time per MCO 92-27-3.

Merchandise & Sales

List all items you will be selling:

What percent of your anticipated annual sales will involve precious metals and gems? _____%

What percent of your anticipated annual sales will involve gold? _____%

Will you use a barcode scanner or scale for items to be sold by weight (price per pound, ounce, gram, etc.)?

- No Yes If yes, a Weights & Measures License is also required.

List any additional locations where you may temporarily conduct business: _____

How will transactions occur, if applicable? Door-to-door Conventions Other:

Security

What are your plans to provide security for business records? Records must be kept at the premises address.

- Kept in safe Kept in locked cabinet Digital records Other: _____

What are your plans to ensure that business is not conducted with minors?

- Check ID Other: _____

Signature

I confirm that all information is true and correct. I understand I am required by law to inform the City Clerk of changes to this information within ten days.

Print Name and Title of Individual, Partner, Member,
Officer, or Agent of Corporation/LLC

Sign

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