

What salespeople are licensed?

Persons selling or approving the retail sales, or leasing or approving consumer leases of motor vehicles and recreational vehicles are required to be licensed by DMV. The salesperson must be employed by a dealer and may be licensed for only one dealer at a time, except in the case of multiple dealerships owned by the same dealer principal. DMV also licenses motor vehicle manufacturer and distributor representatives.

What are the licensing requirements?

Motor vehicle salespersons must be of good character and must pass a written exam at time of first application. A bond may be required if the applicant’s character is questionable or past sales practices are unacceptable.

What does a license cost?

First-time applicants for a motor vehicle salesperson license must take an examination. The fee for a salesperson license expiring in one year or less is \$9. The fee for a salesperson license expiring in more than one year is \$13. Salespersons who do not renew their license for five years must be retested and pay the new applicant license fee. These fees include a \$5 examination fee.

For more information contact:

Bureau of Vehicle Services
 Dealer and Agent Section
 Customer Service Group
 (608) 266-1425 Email: dealers.dmv@dot.wi.gov



Includes licenses issued to manufacturer and distributor representatives.

Source: Customer Service Group Work Statistics