

# BUYER'S LICENSE

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# BUYER'S LICENSE



## Background

**The Buyer's License protects consumers and dealers by bringing all wholesale vehicle buyers under WisDOT regulation. The Motor Vehicle Buyer's License offers the vehicle industry these benefits:**

### Consumer benefits

- ✓ Protection from unlicensed auction buyers who resell un-inspected, un-repaired and un-disclosed vehicles at the curb and vanish.
- ✓ Relief from rising used car prices that result from unauthorized buyers bidding high and driving up wholesale vehicle costs.

### Buyer benefits

- ✓ Protection from unauthorized bidders posing as dealer agents.
- ✓ Protection from unscrupulous buyers who defraud dealers in wholesale vehicle transactions.
- ✓ Relief from wholesale vehicle prices being inflated by unauthorized buyers unburdened by the cost of complying with laws licensed dealers must follow.

### Auction benefits

- ✓ WisDOT scrutiny of applicants to keep curbstoners out of the auctions.
- ✓ Bidders compete for inventory on a level playing field.
- ✓ Online listing of Buyer's Licenses issued by the WisDOT at [wisconsindot.gov/Pages/dmv/dlr-agents/tips-tls-dlr/buyerslicissued.aspx](http://wisconsindot.gov/Pages/dmv/dlr-agents/tips-tls-dlr/buyerslicissued.aspx)
- ✓ WisDOT enforcement to bar unauthorized buyers from the auction lanes.



# BUYER'S LICENSE

## Licensing requirements

Only licensed motor vehicle dealers, wholesalers or licensed vehicle buyers are allowed to buy vehicles at wholesale auctions.

A vehicle buyer is “an individual who is employed by or who has contracted with one or more vehicle dealers to bid on or purchase a motor vehicle being held and offered for sale by a motor vehicle dealer or motor vehicle auction.”

- ✓ Motor vehicle buyers who buy vehicles on behalf of more than one dealership must have a Buyer's License for each employing dealership—including out-of-state dealerships. However, only one Buyer's License is required if the buyer is employed by multiple dealerships that share majority ownership.

- ✓ Buyers employed by more than one dealer may only bid on a specific vehicle for one dealer at a time.
- ✓ Buyers must be at least 18 years of age.
- ✓ Vehicle buyers must carry their license when engaged in business and display the license upon request.
- ✓ The Buyer's License is for wholesale buyers of non-salvage vehicles. Salvage vehicle buyers and bidders at salvage pools are still required to have a WisDOT Salvage Buyer Identification (BID) Card.

## Fees

### Wisconsin dealers

- ✓ \$6 if the dealer license expires in less than 12 months
- ✓ \$12 if the dealer license expires in 12 months or more

### Out of state dealers

- ✓ \$12 for a two-year license
- ✓ Expires the second July 31st after issuance



## For more information

Wisconsin Department of Transportation  
(WisDOT) Dealer and Agent Section  
4802 Sheboygan Ave, Room 201  
PO Box 7909  
Madison, WI 53707-7909  
Phone: (608) 266-1425  
Email: [dealers.dmv@dot.wi.gov](mailto:dealers.dmv@dot.wi.gov)

## Apply now for your Buyer's License

Apply today for your Buyer's License by completing a Motor Vehicle Buyer's License Application ([DMV form MV2941](#)) and mailing it to the address above.

### 3 ways to get the application form

1. Download the application form at the WisDOT website: [wisconsindot.gov/Pages/dmv/dlr-agents/dlr-frms-pbs/dealer-forms.aspx](http://wisconsindot.gov/Pages/dmv/dlr-agents/dlr-frms-pbs/dealer-forms.aspx)
2. Get the form at your auction.
3. Call WisDOT Dealer and Agent Section at (608) 266-1425.

