What is a buyer’s license?

A buyer’s license is a piece of identification which allows the holder to bid on and purchase vehicles at wholesale motor vehicle auctions or dealerships. In order to buy vehicles for more than one employer, you must have a separate buyer’s license for each employer.

What are the requirements?

- The Buyer’s License card holder must be 18 years old
- The Buyer’s License card holder cannot have been convicted of a crime directly related to the sale of motor vehicles
- The Buyer’s License card holder may only buy vehicles on behalf of their employers --- they may not buy vehicles for their own or others’ use

Buyer’s licenses expire on the same date as the employer’s dealer or wholesale license. The fee for a Buyer’s license expiring in one year or less is $6. A buyer’s license expiring in more than a year is $12. An In-State Buyer’s License is valid until employing dealer’s license expires. An Out-Of-State Buyer’s License is valid until employing dealer’s license expires, for a maximum of 12 months.

How long are they issued and what does a buyer’s license cost?

For more information contact:

Bureau of Vehicle Services
Dealers and Agents Section
Dealer Licensing Unit
(608) 266-1425
Email: dealerlicensingunit@dot.wi.gov

![Number of Buyer Licenses Issued](chart.png)

Source: Customer Service Group Work Statistics
Buyer’s License implemented in 2004.