



# SALESPERSON/REPRESENTATIVE LICENSE APPLICATION

Wisconsin Department of Transportation  
MV2184 03/2025 Ch. 218 Wis. Stats.

| For DMV Office Use Only |  |
|-------------------------|--|
| Exam Date               |  |
| Fees Collected \$       |  |
| PMR Number              |  |
| Service Center          |  |
| Badge Number            |  |

See instructions and fee schedule on reverse. Complete all sections of the application. Incomplete applications will not be processed; they will be returned to the employer.

New License       Transfer

License Type – Check one box below

- Motor Vehicle / Motorcycle Salesperson
- Recreational Vehicle Salesperson *(no exam required)*
- Manufacturer/Distributor Representative *(no exam required)*

If you are an out-of-state resident, submit an official government issued photo identification card.

|  |       |  |    |
|--|-------|--|----|
| Your Full Name                                 | Last  | First                                    | MI |
| Other Known Names                              | Last  | First                                    | MI |
| Applicant Residence Street Address             |       |  |    |
| City   | State | Zip Code                                 |    |
| Birth Date                                     |       | Email Address                            |    |
| WI Driver License Number or WI Photo ID Number |       | Social Security Number <b>(required)</b> |    |

Yes      No      Answer questions listed below.

      Have you been licensed as a salesperson in Wisconsin within the last 5 years? If yes, what year? \_\_\_\_\_

|                            |               |      |
|----------------------------|---------------|------|
| Dealer Legal Business Name | Dealer Number | City |
|----------------------------|---------------|------|

      Was a similar license ever denied, suspended, or revoked in this or any other state? If yes, explain. (Max. 200 characters)

      Have you ever been convicted of a crime? List all conviction(s) and date(s) of conviction(s). If you have been convicted of a crime which may be grounds for the Department to deny your application, you may provide additional documentation as described in s.111.335(4)(d) evidencing your sufficient rehabilitation and fitness to perform the licensed business activity. (Max. 200 characters)

      Are any criminal charges pending against you? List all charge(s) and date(s) or arrest. If needed, attach additional documentation if necessary. (Max. 200 characters)

### Applicant Statement

I, the undersigned, affirm under penalty of s.946.32 or s.345.17 Wisconsin Statutes, that the answers and statements on this application are true and correct. I understand that a misstatement on this application or any supporting documents might result in the denial, suspension or revocation of my salesperson or representative license under Ch. 218 Wisconsin Statutes. I authorize the department or its agent to verify this information.

X \_\_\_\_\_  
(Applicant Signature) (Date)

### To Be Completed By Employer

If this salesperson will work at more than one location, see special instructions for multiple dealerships on reverse.

|   |                               |
|---|-------------------------------|
| Dealer/Manufacturer Legal Business Name     |                               |
| License Number (write N/A if applying new)  |                               |
| Dealer/Manufacturer Business Street Address |                               |
| City, State, Zip Code                       |                               |
| Business (Area Code) Telephone Number       | Dealer Business Email Address |

I certify that I have reviewed the above information and request that the license be issued. I agree to give the applicant appropriate training BEFORE permitting him/her to transact business. I understand that I am responsible for the sales or representative practices of this employee and that his/her actions may be grounds for the denial, suspension, or revocation of my business license.

X \_\_\_\_\_  
(Owner or Authorized Agent Signature) (Date)  
\_\_\_\_\_  
(Title)

### Instructions

1. To avoid delays in processing, please complete the entire application.
2. Answer all the yes/no questions. If you answer yes to any question, you are required to attach a detailed explanation of the crime/conviction, or your application will be denied.
3. Sign the application.
4. See fee schedule below to determine fee. NOTE: An expired license CANNOT be transferred.
5. Submit the completed application and appropriate fee to:  
Wisconsin Department of Transportation  
Dealer and Agent Section  
P.O. Box 7909  
Madison, WI 53707-7909
6. Salesperson exams are given at all DMV Service Centers (where you would go to renew your driver license). See the fee schedule below to determine whether an exam is required. Bring this form and fees with you to take the exam.
7. If you have questions, please contact us at [dealerlicensingunit@dot.wi.gov](mailto:dealerlicensingunit@dot.wi.gov), 608-266-1425.

### Special Note for Multiple Dealerships

Salespeople can only be licensed at one location; however, if a dealership is part of a Dealer Group with the same majority ownership, the license is valid at all dealership locations within the documented Dealer Group. The application should be licensed at their central work location.

### To access the Sales Manual:

<https://wisconsindot.gov/Documents/dmv/shared/salesmanual-21.pdf>

### FEE SCHEDULE

**Exam fee of \$5.00 is included in fee schedule when required.  
Make check payable to Registration Fee Trust**

#### Motor Vehicle/Motorcycle Salesperson License Fee Schedule

| Motor Vehicle/Motorcycle Salesperson License  | Dealer License<br>Expires within 12 months | Dealer License<br>Expires in MORE than 12 months |
|---|--|--|
| <b>New</b> application for motor vehicle/motorcycle salesperson license (Exam required)                                     | \$9.00                                     | \$13.00  |
| Currently licensed as a motor vehicle/motorcycle salesperson (Transfer - NOT expired)                                       | No Fee                                     | No Fee   |
| Not currently licensed as a motor vehicle/motorcycle salesperson License expired within the past 5 years (No exam required) | \$4.00                                     | \$8.00   |
| Motor vehicle/motorcycle salesperson license expired <b>more than 5 years</b> (Exam required)                               | \$9.00                                     | \$13.00  |

#### Recreational Vehicle Salesperson and Representative License Fee Schedule

| Manufacturer/Distributor Representative<br>OR RV Salesperson License (NO Exam Required)  | Dealer License<br>Expires within 12 months | Dealer License<br>Expires in MORE than 12 months |
|--|--|--|
| <b>New</b> application for REP or RV sales   | \$4.00                                     | \$8.00   |
| Currently licensed as REP or RV sales (Transfer - NOT expired)                           | No Fee                                     | No Fee   |
| Not currently licensed as REP or RV sales License expired within the past <b>5 years</b> | \$4.00                                     | \$8.00   |
| Not currently licensed as REP or RV sales License expired <b>more than 5 years</b>       | \$4.00                                     | \$8.00   |