



Plain Dealing

A policy and administrative bulletin for licensed dealers
from the WisDOT DMV Dealer and Agent Section



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Dealer and Agent Section announces new chief

Maura Schifalacqua is the new Program Chief for the Dealer and Agent Section.

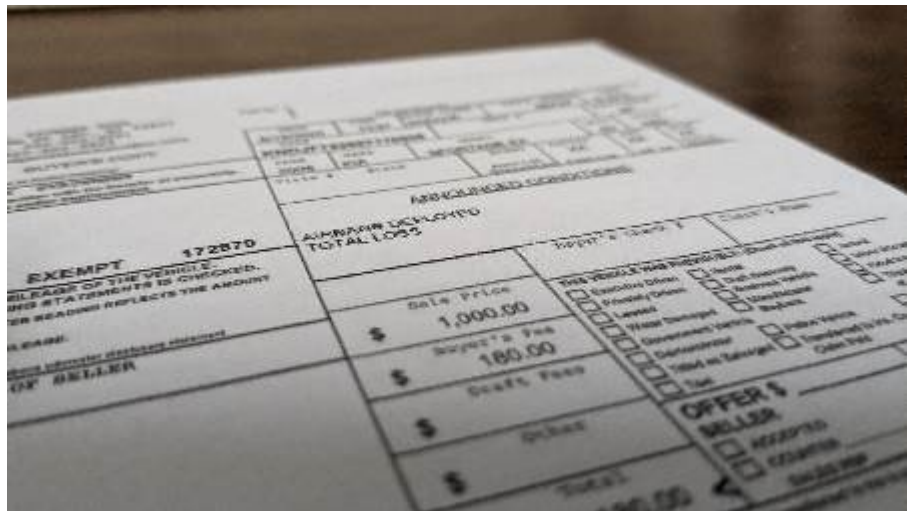
Maura is no stranger to our dealers. She worked in the Milwaukee area as a Field Investigator beginning in 2018, and most recently as the Field Investigation Unit Supervisor.

Please help us congratulate Maura on her new position!

Auction block ticket disclosures

A block ticket accompanies any vehicle sold through Wisconsin motor vehicle auctions and it includes certain disclosures regarding the general condition of the vehicle. The auction block ticket must include the following information:

1. That the vehicle is used.
2. All material history. "Material" is any information which a reasonable person would attach importance to, or information a seller knows or has reason to know the buyer would find important. The seller knows the information is important if the buyer specifically requests the information.
3. Prior use of the vehicle.
4. Title brands.
5. Prior jurisdictions where the vehicle was titled. If the vehicle has only been titled in Wisconsin, the disclosure must state Wisconsin.



Some block tickets from out-of-state motor vehicle auctions may not conform to Wisconsin standards. If the block ticket does not include the required disclosures above, you must complete a separate MV2895 Wisconsin Wholesale Buyer's Guide and include these disclosures.

Milwaukee city and county tax increases



On January 1, 2024, the city of Milwaukee and Milwaukee County would see an increase to sales taxes, according to an August 31, 2023 announcement from the Wisconsin Department of Revenue (DOR).

The city of the Milwaukee will increase its sales tax by 2%. Milwaukee County will increase its sales tax by 0.4%. Dealers should be aware of these increases in sales tax when transacting sales to Milwaukee County or city of Milwaukee residents.

Any questions regarding general sales and use tax can be directed to DOR at DORSalesandUse@wisconsin.gov.

Licensing of internet sales staff required

Staff working a dealership's Business Development Center (BDC) or internet sales departments must be licensed salespersons if those staff are discussing vehicle pricing, vehicle options, or otherwise making an offer to sell any vehicle to a potential purchaser.

A "salesperson" is anyone who is involved in the selling or leasing of motor vehicles.

The definition of "sell" includes not only negotiating vehicle sales, but also displaying, depicting, or describing vehicles to potential purchasers and indicating by any means that the person is willing to sell the vehicle to the potential purchaser; and accepting or negotiating an order to purchase a vehicle by fax, telephone, or the Internet, if the vehicle purchased is delivered to the purchaser within Wisconsin.



Heavy truck plate renewal fee reminder



When mailing manual application(s) to WisDOT for heavy truck plates (10,000 lbs and over) with issuance in the last quarter of a calendar year (October-December), remember to include the prorated plate fee for the current calendar year *and* the next calendar year's full registration renewal fee. Some customers may not receive a registration renewal notice mailed for heavy truck plates that are issued in the last quarter of a calendar year. Not including the necessary calendar year's registration renewal fees for all desired calendar years can cause a delay in plate renewal.

Any questions about heavy truck plate issuance and renewals, should be directed to our Heavy Vehicles Unit at DOTDMVBVSHavyVehicles@dot.wi.gov.

Voluntary dealer training is October 19th

The department is offering a voluntary dealer training program on Thursday, October 19th, starting at 10:00am, online via Microsoft Teams. This training is intended for salespersons, general managers, financing specialists, or anyone who is involved in selling motor vehicles or completing motor vehicle purchase contracts and title applications. The class is approximately 4 hours long, with a break for lunch.

Voluntary dealer training will cover the following topics:

- Title transfers and odometer statements
- Vehicle inspections and the Wisconsin Buyer's Guide
- The use of dealer plates
- Advertising best practices
- Completing the Motor Vehicle Purchase Contract and MV11

If you are interested in attending this training, please email dealertraining@dot.wi.gov and provide your name, the name of your dealership/organization, and contact information.

Questions? Email dealertraining@dot.wi.gov.

Quarterly Report

The following numbers have been generated from the Dealer and Agent Section (DAS) Quarterly Report. This data is from the **first quarter** for the fiscal year beginning July 2023 (July through September 2023).

Field Investigation Unit (FIU)

The following statistics represent the Field Investigation Unit's compliance efforts, community outreach and enforcement actions.

Activity	First Quarter
Complaints closed	377
Dealer inspections	338

APU/DLU

The Agent Partnership Unit (APU) answers phone calls from dealers, government agencies, financial institutions, gas stations, grocery stores and various other types of agents throughout the state. These agents electronically process either title and registration, or renewal registration applications on behalf of the DMV.

The Dealer Licensing Unit (DLU) issues and renews multiple business license types. Individual licenses are issued to individuals who are selling or purchasing vehicles on behalf of dealerships. DLU answers dealer licensing questions as well as provides information about consumer harm and how to file a dealer complaint to the general public.

Activity	First Quarter
APU phone calls	8,258
DLU phone calls	4,446
Business licenses issued	665
Individual licenses issued	3,665

Lemon Law

DMV receives telephone and email inquiries from consumers, dealers, lawyers, manufacturers, and law makers. The inquiries range from questions about the specifics of the Lemon Law, to assisting all facets of pursuing a claim.

Activity	First Quarter
Lemon Law inquiries	113

FIU Enforcement Actions

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