



SALESPERSON/REPRESENTATIVE LICENSE APPLICATION

Wisconsin Department of Transportation
MV2184 10/2020 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.

License Type – Check One

- Motor Vehicle Salesperson
- Recreational Vehicle Salesperson
- Manufacturer/Distributor Representative

Employer's Dealer License Number
License Expiration Date
Fee Enclosed \$

Your Full Name	Last	First	MI
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Home Address – Street Number and Name or Rural Route Number

City	State	Zip Code	Email Address
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Gender <input type="checkbox"/> Female <input type="checkbox"/> Male	Birth Date	Height	Weight	Eye Color	Hair Color
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Driver License Number or Photo ID Number – If none, indicate "None"	State of License or ID	Social Security Number – For Verification Purposes
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Yes No Have you been licensed as a salesperson in Wisconsin within the last 5 years? If yes, what year? _____

Dealer Name	Dealer Number	City
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Was similar license ever denied, suspended or revoked in this or any other state? If yes, explain.

Have you ever been convicted of a crime? List all conviction(s) and date(s) or conviction(s).

Are any criminal charges pending against you? List all charge(s) and date(s) or arrest.

List any other names by which you are known.	Last	First	MI
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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) (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 Name
Dealer Number
Street Address
City, State, Zip Code
(Area Code) Telephone Number

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 _____
(Company Officer or Duly Authorized Agent) (Date)

(Title)

Instructions

1. To avoid delays in processing, please complete the entire application.
2. Copy the ID Number from your driver license or photo identification card, exactly as it appears on the card. Include the state which issued the license or ID card. If you do not have a driver license or photo identification, indicate "NONE".
3. Answer all the yes/no questions; explain all "yes" answers.
4. Sign the application.
5. Have your employer complete the dealer information, including dealer license number and expiration date at the top of the form. Have the dealer/manufacturer statement signed.
6. See fee schedule below to determine fee. NOTE: An expired license CANNOT be transferred.
7. Submit the completed application and appropriate fee to:
Wisconsin Department of Transportation
Dealer and Agent Section
P.O. Box 7909
Madison, WI 53707-7909
8. 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.
9. If you have questions, please call the Dealer Licensing Unit at (608) 266-1425.

Special Note for Multiple Dealerships

Salespeople can be licensed at more than one dealership if all are under the same majority ownership. Only one license is required and should be issued at the location where the salesperson works most often. The license is valid at all other dealership locations.

To access the Sales Manual:

<http://wisconsin.gov/Documents/dmv/shared/salesmanual.pdf>

FEE SCHEDULE – Make check payable to Registration Fee Trust

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

Exam fee of \$5.00 is included in fee schedule when required.

Manufacturer/Distributor Representative OR RV Salesperson License (NO Exam Required)	Dealer License Expires within 12 months	Dealer License Expires in MORE than 12 months
New 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 5 years	\$4.00	\$8.00
Not currently licensed as REP or RV sales License expired more than 5 years	\$4.00	\$8.00