

**What salespeople are licensed?**

Persons selling or approving the retail sales, or leasing or approving consumer leases of motor vehicles and recreational vehicles are required to be licensed by DMV. The salesperson must be employed by a dealer and may be licensed for only one dealer at a time, except in the case of multiple dealerships owned by the same dealer principal. DMV also licenses motor vehicle manufacturer and distributor representatives.

**What are the licensing requirements?**

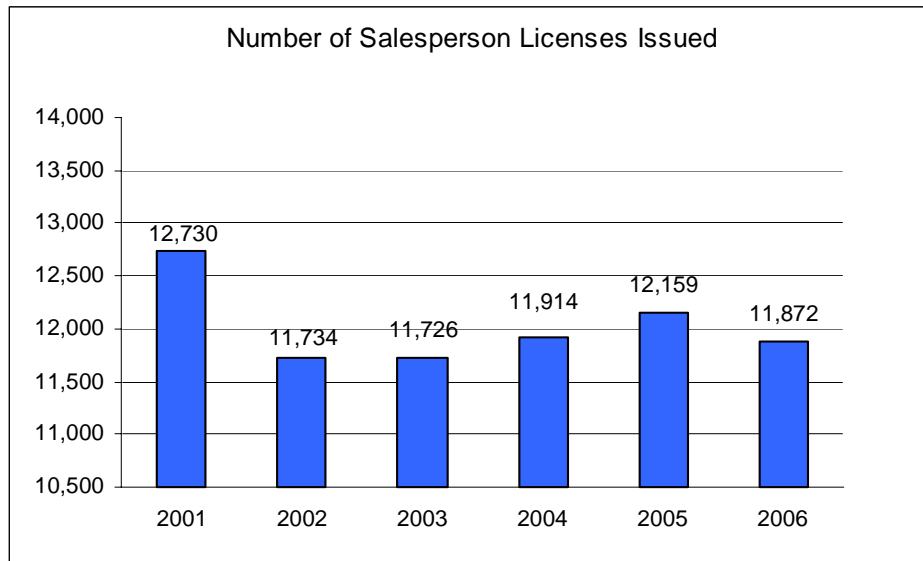
Motor vehicle salespersons must be of good character and must pass a written exam at time of first application. A bond may be required if the applicant’s character is questionable or past sales practices are unacceptable.

**What does a license cost?**

First-time applicants for a motor vehicle salesperson license must pay a \$5 examination fee in addition to the license fee. Salespersons who do not renew their license for five years must be retested. The annual license fee is \$4. A salesperson’s license expires on the same date as the employer’s dealer license.

**For more information contact:**

Bureau of Vehicle Services  
 Customer Service Unit  
 (608) 266-1425  
 Email: [dealers.dmv@dot.state.wi.us](mailto:dealers.dmv@dot.state.wi.us)



Includes licenses issued to manufacturer and distributor representatives.

Source: Customer Service Unit Work Statistics