

Renew a current Wisconsin retail dealer license

Your dealer license is issued for two years. It expires at the end of the odd-numbered month closest to when it was issued. Your [Dealer license plates](#), [salesperson licenses](#), [buyer's licenses](#) and [Salvage Buyer Identification \(BID\) Cards](#) will expire on that date as well. Your license certificate shows your license expiration date.

Two months before your expiration date, the Wisconsin Department of Transportation (WisDOT) Dealer & Agent Section will send you materials to renew your license. Renewal materials include computer print-outs of current information pertaining to your dealer and salesperson licenses, dealer plates and BID cards. You cannot currently renew your dealer license online. You must mail it to the following address:

Dealer & Agent Section

P.O. Box 7909

Madison, WI 53707-7909

Dealer renewal FAQs

When will I receive my dealer license renewal?

Your dealer license renewal will be sent to the physical address of your dealership approximately 2 months prior to your license expiration date. If you do not receive a copy of your dealer license renewal, contact the Dealer Licensing Unit at 608-266-1425 and one can be mailed or emailed to your dealership.

What fees are due to The Department of Transportation to renew my dealer license?

The fees needed to renew your dealership license will vary depending on how many individuals you have working for your dealership and how many dealer plates are currently issued. These fees will include:

- \$40.00 dealer license renewal fee
- \$150.00 for the first 2 dealer plates and \$10.00 for each additional plate issued to your dealership.
- \$8.00 for each salesperson currently employed by your dealership.
- \$12.00 for each Buyer's license and Salvage Buyer ID (BID) card issued to your dealership.
 - Individuals with multiple licenses will need to renew each license.

- \$10.00 for any additional dealer plates and \$4.00 for any replacement plates requested at renewal. Please provide the alpha plate numbers that are being replaced. Please note that any replacement plates requested will have to be renewed with a separate fee.
- \$40.00 branch license fee and \$2.00 subplot fee if your dealership has a branch or subplot.

What other fees are required to renew my dealer license?

A separate fee will need to be submitted to The Department of Financial Institutions. For fee totals, please refer to your dealer license renewal. A copy of your dealer license renewal and the appropriate fee for The Department of Financial Institutions will need to be mailed separately to:

Department of Financial Institutions
Licensed Financial Services Section
 PO Box 7976
 Madison, WI 53707-7876

How do I remove or add individuals to my dealership at renewal?

The dealer renewal will list all current individual licenses issued on page 2. If you do not want to renew an individual's license, cross off the license and do not include renewal fees.

Adding a new individual license would require the appropriate application and the two year license fee.

What other forms do I need to submit with my dealer license renewal?

A retail dealer may need to include additional items with their dealer license renewal. These additional items can include:

- A copy of your current lease if you do not own the dealership property. The lease must cover the full term of your renewed two year dealer license by being at least one year with the option to renew for an additional year OR a two year lease. Month to month will not be accepted.
- If you do not own and operate a service department, an updated [MV2085](#), Motor Vehicle Dealer Service Agreement, will need to be submitted every renewal.

What do I need to update the ownership of my dealership?

If your business ownership changes, you will have to file additional items and may have to file a new complete original dealer license application.

Ownership changes include:

- Changing type of ownership. (For example, from sole proprietor to corporation)
- Adding or deleting a partner
- Adding someone who has 10% or more stock in the corporation

A change of majority ownership with new owners, current minority percentage owners, or change of ownership type will require a new dealership application including all new dealer fees. See retail [dealer license application instructions](#).

A change of ownership that updates the majority ownership between already existing majority owners would require the following application forms:

- An [MV2130](#), Change of Ownership – Addendum.
- An [MV2844](#), Entity Owner Statement for all owners.
- An [MV2131](#), Manufacturer/Importer/Distributor Certification of Dealer
- An [MV2511](#), Dealer Bond

A change that updates ownership percentage or adds an owner without changing the majority ownership will just require a new [MV2844](#), Entity Owner Statement, for all owners.

What do I need to change my current dealer license at renewal?

If you need to amend your current dealer license at renewal, additional application items may be required. A list of the most common amendments and their requirements can be found below:

- Business name change-You must apply for an amended license by completing the Motor Vehicle Dealer Two Year License Application form [MV2186](#). You will need a bond rider or new bond with the new name. If the business is leasing the business location you will need a new lease. If your dealership sells new vehicles you will need to submit a new WisDOT Manufacturer/Importer/Distributor Certification of Dealer form [MV2131](#).
- Location change - If you move your dealership, you will need to file an original dealer license application, complete with all zoning approval and other documentation. Your bond company will issue a bond rider showing your new location. See [retail dealer license](#).
- Adding a branch or subplot - A branch is a secondary location within the same municipality, which has the facilities to operate independently from the main location. A subplot is a secondary location in the same municipality which lacks indoor display and service facilities. Only used vehicles may be sold from a subplot. To add a branch or subplot to your current dealer license:

- Complete the Motor Vehicle Dealer Two Year License Application form [MV2186](#), listing the branch or subplot address. Be sure to include the zoning and local permit signatures on the form.
 - Send in a lease for the branch or subplot real estate unless the dealership owns the property.
 - If you will be selling new vehicles from your branch location include—for each vehicle make—a manufacturer franchise listing the branch address. You may submit your franchise agreement on WisDOT's Manufacturer/Importer/Distributor Certification of Dealer form [MV2131](#) or on a similar form provided by the manufacturer.
 - Include fees payable to Registration Fee Trust. Fees are \$40 for a branch or \$2 for a subplot.
- Adding a franchise - If you add a franchise to your current dealership, submit your new franchise agreement on WisDOT's Manufacturer/Importer/Distributor Certification of Dealer form [MV2131](#). No fee is required.

For more information:

- [Field investigation offices](#)
- [Staff listing](#)

If you have questions, or need help completing the forms:

Email [Wisconsin DMV email service](#)