



## DIRECT SELLER APPLICATION

City of Greenfield City Clerk's Office  
7325 W. Forest Home Avenue, Rm. 102  
Greenfield, WI 53220  
414-329-5219

### Who Needs This License?

Any individual who, for him/herself or for a partnership, association or corporation, sells goods or services or takes sales orders for the later delivery of goods or services, at any location other than the permanent business place or residence of such individual, partnership, association or corporation, and shall include, but not be limited to, peddlers, solicitors and transient merchants. The sale of goods includes donations required by the direct seller for the retention of goods or services by a donor or prospective customer.

### Requirements

- If more than one person will be operating from this license, the Supplemental List must be completed with each seller's information.
- Each applicant listed on the application, as well as all sellers listed on the Supplemental List shall be required to submit a readable copy of their driver's license or state identification card with this application.
- The Wisconsin Bureau of Consumer Protection is consulted to find out if any complaints have been lodged against an applicant.
- Once the license is issued, all sellers soliciting within the City shall be required to wear a picture I.D. that bears the name and address of the seller.
- If you are selling at a specific location or special event, attach written permission from the property owner.
- Attach proof of a Wisconsin Seller's Permit from the Wisconsin Department of Revenue when the sale of tangible personal property is involved, as required by 77.52 Wis. Stats. Contact the Wisconsin Department of Revenue at (608) 266-2776 or at [www.revenue.wi.gov](http://www.revenue.wi.gov), allow 3 weeks to obtain.

### Traveling Sales Crew

Are you a traveling sales crew? Traveling sales crews must be registered with the Wisconsin Department of Workforce Development (WI DWD). Traveling sales crew sellers must present to the Clerk their original WI DWD sales permits before the Clerk can issue a direct seller's license.

A "traveling sales crew" per Wis. Stats. 103.34 (1)(d) means 2 or more individuals who are employed as salespersons or in related support work, who travel together in a group, and who are absent overnight from their permanent places of residence for the purpose of selling consumer goods or

services to consumers from house to house, on any street, or in any other place that is open to the public. Traveling sales crew does not include 2 or more individuals who are traveling together for the purpose of participating in a trade show or convention or 2 or more immediate family members who are traveling together for the purpose of selling consumer goods or services.

"Traveling sales crew activities" means the sale of consumer goods or services to consumers from house to house, on any street, or in any other place that is open to the public or related support work. "Traveling sales crew activities" does not include the sale of consumer goods or services from a fixed location at a concert, festival, carnival, street fair, public exhibition, or other similar special event with the permission of the organizer of the special event.

### Application Process

Submit the following online:

- Direct Seller Application
- Supplemental List – for any additional seller's
- \$75 application fee (once your application is submitted and reviewed, an email will be sent when your invoice is ready to be paid)
- \$10 background check fee per person for the applicant listed on the application and all additional sellers listed on the Supplemental List.

### License Period

The license is valid for one year from the date of issuance; however, direct sellers who have applied for special events for specific dates may add additional separate events, additional dates, and different locations to his/her direct seller license within the one-year application period of the license at no charge. A new application must be filed for each additional event/request, and personal history search fees apply for each new seller added to the application or supplemental list. An email will be sent once the license has been issued for you to view and/or print.