



### APPLICATION FOR DIRECT SELLERS PERMIT

\$50.00 annual fee/seller

Applicants must provide a form of identification other than a business or company identification card

ID Produced:  Driver License – State \_\_\_\_\_  State issued ID Card  
 Passport  Other ID \_\_\_\_\_

APPLICANT INFORMATION					
Last Name		First Name			Middle
Birth Date	Sex	Height	Weight	Eye Color	Hair Color
Home Address				Phone Number	
BUSINESS INFORMATION					
Representing (Name of Person, Business or Corporation)					
Permanent Business Address				Business Phone	
Nature of Business or Solicitation					
Description of Goods or Services Offered					
Proposed Method of Delivery of Goods					
VEHICLE USED BY THE APPLICANT IN THE CONDUCT OF BUSINESS					
Make	Model		Color	License Number	

I have received a copy of Chapter 208 of the City Ordinances as it pertains to Solicitor regulations (see attachment). I have read and understand my requirements as stated.

\_\_\_\_\_  
Name \_\_\_\_\_  
Date

## Chapter 208

### Sellers Permit Ordinance

#### **Prohibited practices.**

- A. A direct seller/solicitor shall be prohibited from calling at any dwelling or other place between the hours of 7:00 p.m. and 9:00 a.m. except by appointment; calling at any dwelling or other place where a sign is displayed bearing the words "no peddlers," "no solicitors" or words of similar meaning; calling at the rear door of any dwelling place; or remaining on any premises after being asked to leave by the owner, occupant or other person having authority over such premises.
- B. A direct seller/solicitor/mobile vendor shall not misrepresent or make false, deceptive or misleading statements concerning the quality, quantity or character of any goods offered for sale, the purpose of the visit, such seller's identity or the identity of the organization represented. A charitable organization direct seller/solicitor/mobile vendor shall specifically disclose what portion of the sale price of goods being offered will actually be used for charitable purpose for which the organization is soliciting. Said portion shall be expressed as a percentage of the sale price of the goods.
- C. No direct seller/solicitor/mobile vendor shall impede the free use of sidewalks and streets by pedestrians and vehicles. Where sales are made from vehicles, all traffic and parking regulations shall be observed.
- D. No direct seller/solicitor/mobile vendor shall make any loud noises, including noise from a generator, or use any sound-amplifying device to attract customers if the noise produced is capable of being plainly heard outside a 100-foot radius of the source. This subsection does not apply to mobile dessert vendors unless the Police Department determines the amplified sound is a nuisance.
- E. No direct seller/solicitor/mobile vendor shall allow rubbish or litter to accumulate in or around the area in which such seller is conducting business.

#### **Disclosure requirements.**

- A. After the initial greeting and before any other statement is made to a prospective customer, a direct seller/solicitor shall expressly disclose such seller's name, the name of the company or organization affiliated with, if any, or the identity of goods or services offered for sale, if any.
- B. If any sale of goods is made by a direct seller/solicitor, or any sales order for the later delivery of goods is taken by the seller, the buyer shall have the right to cancel said transaction if it involves the extension of credit or is a cash transaction of more than \$25, in accordance with the procedure as set forth in § 423.203, Wis. Stats., or any amendments thereto; the seller shall give the buyer two copies of a typed or printed notice of that fact. Such notice shall conform to the requirements of § 423.203(1)(a), (b) and (c), (2) and (3), Wis. Stats., or any amendments thereto.
- C. If the direct seller/solicitor takes a sales order for the later delivery of goods, such seller shall, at the time the order is taken, provide the buyer with a written statement containing the terms of the agreement; the amount paid in advance, whether full, partial or no advance payment is made; the name, address and telephone number of the seller; the delivery or performance date; and whether a guarantee or warranty is provided and, if so, the terms thereof.