



DIRECT SELLER LICENSE APPLICATION

Direct Seller: A Direct Seller license is required for any individual who sells goods 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 person, partnership, association or corporation. No direct seller, or an employee of a direct seller, shall engage in direct sales within the City of New Berlin without being licensed. Each person applying must complete a separate application.

Fees: A daily license is \$10 per day, per direct seller. A business license is \$100 which includes up to 3 employees and is valid for one year from the date of issuance. There is also a \$10 background check fee per person. Fee is waived if the business owns a brick & mortar facility within Waukesha County. Cash or Check is accepted. Make checks payable to: City of New Berlin

New Berlin Municipal Code Section 152-5: Direct sellers are regulated by [Section 152-5](#) of the Municipal Code.

1. Is this application in conjunction with a City of New Berlin special event? No Yes (If yes, please answer questions 2 & 3)
2. If yes, what event: Fourth of July Festival Beer Garden Other _____
3. Provide Date(s) of Event: _____
4. Provide location of Event: _____
5. What City Department is sponsoring this event?: _____
6. Who is your contact person at this department?: _____

Section A. Direct Seller Information – Please print legibly

Business Name (if any): _____

Business Website (if any): _____

Does the business own a brick & mortar facility within Waukesha County? No Yes (If yes, please provide address on next line)

First Name _____ Middle Name _____ Last Name _____

Maiden or Previous Name (if any): _____

Date of Birth _____ Check One: Male Female

Phone Number _____ Email _____

Street Address _____

City _____ State _____ Zip Code _____

Driver License/I.D. Number _____ (Attach copy with this application)

Height _____ Weight _____ Hair Color _____ Eye Color _____

Provide make, model and color of vehicle if using vehicle to conduct sales _____ Plate # _____

1. Have you been convicted of any crime or ordinance violation within the last five years? No Yes
2. Do you currently have any pending charges in Wisconsin or any other state? No Yes
3. If you answered yes to the question above, please provide explanation: _____

Section B. Vendor Products / Location of Sales

1. Check the items you plan to sell: Food/Beverages Merchandise Selling Products/Services (to be delivered or completed at a later time)

If you checked FOOD, have you attached your food license with the Waukesha County Environmental Health Department? No Yes

2. Provide (or attach) a detailed description of the items checked above. (i.e. food menu, brochure of services, etc.)

4. List other municipalities, festivals or events that you conducted similar business: _____

5. If you are selling items from a specific location, please provide the exact address and what business this is: _____

*Do you have the permission of the property owner to utilize their property for sales? No Yes

Provide the name and phone number of the property owner: _____

***You must answer yes to the above question to submit this application. Per municipal code, direct sellers are prohibited from selling within or along any City parks without the permission of the Parks, Building & Grounds Commission.**

Section C. Direct Seller Fees

Each person who is directly engaged in sales must have a direct seller license. A daily license is \$10 per day, per direct seller. A business license is \$100 which includes up to 3 employees and is valid for one year from the date of issuance. There is also a \$10 background check fee per person. Fee is waived if the business owns a brick & mortar facility within Waukesha County.

Select Direct Seller Option below – check one box:

Daily License - \$10 per direct seller, per day + \$10 background check fee. Each direct seller applicant must complete a separate application.

Indicate the exact dates you will be conducting direct sales in the City of New Berlin – this will be printed on your license:

\$100 Business License (Includes 3 direct sellers and is valid for 1 year) + \$10 background check fee per person.

*Each applicant must complete a separate application.

Business owns a brick & mortar facility within Waukesha County - no fee. Please provide proof of brick & mortar facility.

TOTAL DUE: _____ (cash or check only – Please make all checks payable to: City of New Berlin)

Section D. Signature & Acknowledgment

I, the undersigned, do hereby make an application for a Direct Seller license for the City of New Berlin. I certify that all of the information provided on this application is true and correct to the best of my knowledge. I authorize the City of New Berlin to conduct a background check to verify the information provided, and authorize the release of all information regarding my record.

I acknowledge that I have read the [New Berlin Municipal Code Section 152-5](#) relating to Direct Sellers and agree to comply with all provisions set forth in this section.

Applicant Signature _____ **Date** _____

OFFICE USE ONLY: Date Application Received: _____ Total Fees Paid: _____ Date Record Check Completed: _____

PB&G Date (if needed): _____ Date License Issued: _____ License No.: _____

Notes: _____
