



# City of Juneau Direct Sellers Permit Registration Form

405 Jewel Street PO Box 163 Juneau, WI 53039  
Phone: 920-386-4800

Municipal Code 5.04.070

## Applicant Information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

State Sellers Id# \_\_\_\_\_

## Business Information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Federal ID# \_\_\_\_\_

Nature of business and description of goods/services offered: \_\_\_\_\_

License Period (dates and times) From: \_\_\_\_\_ To: \_\_\_\_\_

Where is business to be carried on (Residential/Commercial): \_\_\_\_\_

Method of delivery of goods (If applicable): \_\_\_\_\_

## Vehicle to be used by applicant:

Make: \_\_\_\_\_ Model: \_\_\_\_\_ Year: \_\_\_\_\_

License No. \_\_\_\_\_ State: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Driver's License # \_\_\_\_\_ State: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

I attest that I have not been convicted of any crime or ordinance violation related to the transient merchant business within the last five (5) years.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

●\$15.00 -Non-Refundable Investigation Fee --Allow a Maximum of 72 Hours for Investigation

●\$20.00 - Direct Seller's Permit Fee

Please make checks payable to: **City of Juneau** Receipt # \_\_\_\_\_ License Number Issued: \_\_\_\_\_

Result of investigation: I hereby APPROVE / DISAPPROVE the issuance of a license to this applicant

Chief of Police Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Remarks: \_\_\_\_\_

#### **5.04.070 Regulation of direct sellers.**

##### **A. Prohibited Practices.**

1. A direct seller shall be prohibited from calling at any dwelling or other place between the hours of nine p.m. and nine a.m. except by appointment; calling at a dwelling place 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.
2. A direct seller 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 his/her visit, his/her identity or the identity of the organization he/she represents. A charitable organization direct seller shall specifically disclose what portion of the sale price of goods being offered will actually be used for the charitable purpose for which the organization is soliciting. Said portion shall be expressed as a percentage of the sale price of the goods.
3. No direct seller 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.
4. No direct seller shall make noises or use any sound amplifying device to attract customers if the noise produced is capable of being plainly heard outside a one hundred (100) foot radius of the source.
5. No direct seller shall allow rubbish or litter to accumulate in or around the area in which he/she is conducting business.

##### **B. Disclosure Requirements.**

1. After the initial greeting and before any other statement is made to the prospective customer, a direct seller shall expressly disclose his/her name, the name of the company or organization he/she is affiliated with, if any, and the identity of goods or services he/she offers to sell.
2. If any sale of goods is made by a direct seller, 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 twenty-five dollars (\$25.00), in accordance with the procedure as set forth in Sec. 423.203, Wis. Stats. 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 Secs. 423.203(1)(a), (b) and (c), (2) and (3), Wis. Stats.
3. If the direct seller takes a sales order for the later delivery of goods he/she 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. (Prior code § 7-2-7)

#### **5.04.040 Registration.**

- A. Applicants for registration must complete and return to the clerk-treasurer a registration form furnished by the clerk-treasurer which shall require the following information:
  1. Name, permanent address and telephone number, and temporary address, if any;
  2. Age, height, weight, color of hair and eyes;
  3. Name, address and telephone number of the person, firm, association or corporation that the direct seller represents or is employed by, or whose merchandise is being sold;
  4. Temporary address and telephone number from which business will be conducted, if any;
  5. Nature of business to be conducted and a brief description of the goods offered, and any services offered;
  6. Proposed method of delivery of goods, if applicable;
  7. Make, model and license number of any vehicle to be used by applicant in the conduct of his/her business;
  8. Last cities, villages, towns, not to exceed three, where applicant conducted similar business;
  9. Place where applicant can be contacted for at least seven days after leaving this city;
  10. Statement as to whether applicant has been convicted of any crime or ordinance violation related to applicant's transient merchant business within the last five years; the nature of the offense and the place of conviction.
- B. Applicants shall present to the clerk-treasurer for examination:
  1. A driver's license or some other proof of identity as may be reasonably required;
  2. A state certificate of examination and approval from the sealer of weights and measures where applicant's business requires use of weighing and measuring devices approved by state authorities;
  3. A state health officer's certificate where applicant's business involves the handling of food or clothing and is required to be certified under state law; such certificate to state that applicant is apparently free from any contagious or infectious disease, dated not more than ninety (90) days prior to the date application for license is made.
- C. Fees; Statement; Registration.
  1. At the time the registration is returned, a fee of **fifteen dollars (\$15.00)** shall be paid to the clerk-treasurer to cover the cost. of processing the registration. **The Direct Sellers Permit fee is \$20.00.**
  2. The applicant shall sign a statement appointing the clerk-treasurer his/her agent to accept service of process in any civil action brought against the applicant arising out of any sale or service performed by the applicant in connection with the direct sales activities of the applicant, in the event the applicant cannot, after reasonable effort, be served personally.
  3. Upon payment of the fee, the signing of the statement and subject to satisfactory investigation, the clerk-treasurer shall register the applicant as a direct seller and date the entry. The registration shall be valid for a **maximum period of sixty (60) days** from the date of entry, subject to subsequent refusal as provided in Section 5.04.050B below. (Prior code § 7-2-4)