



# TOWN OF DOVER

4110 South Beaumont Avenue Kansasville, WI 53139

Phone 262-878-2200 Fax 262-878-2595

www.townofdooverwi.com

## PEDDLER/DIRECT SELLER LICENSE - APPLICANTS PERSONAL INFORMATION

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

Address: \_\_\_\_\_ City/State/Zip Code: \_\_\_\_\_

Age: \_\_\_\_\_ Weight \_\_\_\_\_ Hair Color \_\_\_\_\_ Color of Eyes \_\_\_\_\_

Vehicle Make: \_\_\_\_\_ Vehicle Model: \_\_\_\_\_ License Plate #: \_\_\_\_\_

Has applicant been convicted of any crime or ordinance violation related to applicant's transient merchant business within the last five years? Yes \_\_\_\_\_ No \_\_\_\_\_

The nature of the offense \_\_\_\_\_

Place of conviction \_\_\_\_\_

Applicants shall present to the clerk for examination: A driver's license or some other proof of identity

## FIRM/ASSOCIATION/COMPANY BEING REPRESENTED:

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

Address: \_\_\_\_\_ City/State/Zip Code: \_\_\_\_\_

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

Nature of Business: \_\_\_\_\_

5.16.040 Registration = At the time of registration, a fee of ten dollars (\$10.00) shall be paid to the clerk to cover the cost of processing such registration.

**I declare that the information on this form is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.**

\_\_\_\_\_  
Signature of Applicant.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Clerk

\_\_\_\_\_  
Date

Note Reverse Side



## TOWN OF DOVER

4110 South Beaumont Avenue Kansasville, WI 53139

Phone 262-878-2200 Fax 262-878-2595

[www.townofdooverwi.com](http://www.townofdooverwi.com)

### 5.16.070 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 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.

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 the visit, his or her identity or the identity of the organization he or she represents. A charitable organization direct seller shall specifically disclose what portion of the sale price of goods being offered shall actually be used for the charitable purpose for which the organization is soliciting. Such 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 any loud noises or use any sound amplifying device to attract customers if the noise produced is capable of being plainly heard outside a one-hundred-foot radius of the source.

5. No direct seller shall allow rubbish or litter to accumulate in or around the area in which he or she is conducting business.

#### B. Disclosure Requirements.

1. After the initial greeting and before any other statement is made to a prospective customer, a direct seller shall expressly disclose his or her name, the name of the company or organization he or she is affiliated with, if any, and the identity of goods or services he or 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 the 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 Wisconsin Statutes Section 423.203, 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 Wisconsin Statutes Section 423.203(1)(a), (b) and (c), (2) and (3).

3. If the direct seller takes a sales order for the later delivery of goods, he or 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. (Ord. 93-6 § 8.145(7): prior code § 8.145(7))

### 5.04.070 Display of licenses.

All licenses under this title shall be displayed upon the premises or vehicle for which issued or, if carried on the person, shall be displayed to any officer of the town upon request. (Prior code § 8.02(7))