

**Village of Prairie du Sac  
Direct Seller's Application  
\$75.00 First Person/\$10.00 Each Additional Person  
Separate Application for Each Person  
APPLICATION FEES ARE NON-REFUNDABLE  
All Direct Seller Permits expire 30 days from issuance**

Date Filed: ___/___/___	Fee Paid: \$ _____	Office Use: Granted <input type="checkbox"/> Denied <input type="checkbox"/>
		License # _____ Expiration ___/___/___
Last Name	First Name	Middle Name
		Age
		Birth Date
		Male <input type="checkbox"/>
		Female <input type="checkbox"/>
List all previous last names, including maiden name, you have had/used:		
Vehicle ó Make, Model, Color, License # of Vehicle Used		
Are You A Resident of Wisconsin? <input type="checkbox"/> yes <input type="checkbox"/> no		
If yes, how long? _____		
Are You A Resident of Sauk County? <input type="checkbox"/> yes <input type="checkbox"/> no		
If yes, how long? _____		
<b>Applicant's Permanent Address</b>		
Street Address _____		
City _____ State _____		
Zip Code _____ Applicant Phone ( ) _____		
Location of Sales		
Nature of Business to be Conducted		
Method of Delivery of Goods		
Company Name _____		
Company Contact Person _____		
Company Street Address _____		
Company City _____ State _____ Zip _____		
Company Phone ( ) _____		
Last 3 Location Where Applicant Conducted Similar Business, include city, state and phone		
Place Where Applicant Can Be Reached for 7 Days After Leaving Village, include city, state and phone		
<b>READ CAREFULLY:</b> Have you been convicted of a violation or have pending charges of any of the following: (Check yes or no; if yes, give details, attach additional page if needed.)		
	YES	NO
Any Felony(s)?	<input type="checkbox"/>	<input type="checkbox"/>
In the last 5 years, any Federal, Military and/or State Law(s)?	<input type="checkbox"/>	<input type="checkbox"/>
In the last 5 years, any City, Town, or Village Ordinance(s)?	<input type="checkbox"/>	<input type="checkbox"/>
In the last 5 years, Operation of a motor vehicle recklessly or while intoxicated?	<input type="checkbox"/>	<input type="checkbox"/>
_____		
_____		
_____		

**CONTINUED ON NEXT PAGE**

**Additional items that must be submitted with application, failure to submit will result in the application not being processed:**

- Photocopy of identification: (Driver=s license or State Identification Card)
- If business requires use of weighing and measuring devices, a State Certificate of Examination, and approval from the sealer of weights and measures.
- If business involves handling food or clothing and applicant is required to be certified under State law, Health Department certificate is required.

**VILLAGE 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 9:00 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.
- (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 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 (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 a 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 (\$25.00) Dollars, 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 sections 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.

I HEREBY APPLY FOR REGISTRATION AS A DIRECT SELLER, AND HEREBY AGREE TO COMPLY WITH ALL LAWS, RESOLUTIONS, ORDINANCES AND REGULATIONS, FEDERAL, STATE OR LOCAL, AFFECTING SUCH ACTIVITY IF A SUCH REGISTRATION IS GRANTED TO ME.

I ACKNOWLEDGE AND UNDERSTAND THAT MY PAST CRIMINAL RECORD SHALL BE CHECKED BY THE SAUK PRAIRIE POLICE DEPARTMENT, AND THAT THE FINDINGS SHALL BECOME A PART OF THIS APPLICATION. I UNDERSTAND ANY MISREPRESENTATION, OMISSION, OR FALSE STATEMENT SHALL BE CONSIDERED JUST CAUSE FOR THE REFUSAL TO GRANT REGISTRATION. REGISTRATION MAY BE REVOKED BY THE VILLAGE BOARD AFTER NOTICE AND HEARING, IF THE REGISTRANT MADE ANY MATERIAL OMISSION OR MATERIALLY INACCURATE STATEMENT IN THE APPLICATION FOR REGISTRATION, MADE ANY FRAUDULENT, FALSE, DECEPTIVE OR MISLEADING STATEMENT OR REPRESENTATION IN THE COURSE OF ENGAGING IN DIRECT SALES, VIOLATED ANY PROVISION OF THIS CHAPTER OR WAS CONVICTED OF ANY CRIME OR ORDINANCE OR STATUTORY VIOLATION WHICH IS DIRECTLY RELATED TO THE REGISTRANT'S FITNESS TO ENGAGE IN DIRECT SELLING.

THE UNDERSIGNED, DEPOSES AND SAYS THAT HE/SHE IS THE PERSON NAMED IN THE FOREGOING APPLICATION; THAT THE APPLICANT HAS READ AND MADE A COMPLETE ANSWER TO EACH QUESTION, AND THAT THE ANSWERS IN EACH INSTANCE ARE TRUE AND CORRECT.

I HEREBY APPOINT THE VILLAGE CLERK OF THE VILLAGE OF PRAIRIE DU SAC AS MY AGENT TO ACCEPT SERVICE OF PROCESS IN ANY CIVIL ACTION BROUGHT AGAINST MYSELF ARISING OUT OF ANY SALE OR SERVICE PERFORMED BY MYSELF IN CONNECTION WITH THE DIRECT SALES ACTIVITIES IN WHICH I AM ENGAGED IN THE VILLAGE OF PRAIRIE DU SAC IN THE EVENT THAT, AFTER REASONABLE EFFORT, I CANNOT BE PERSONALLY SERVED.

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

\_\_\_\_\_  
Date

**INVESTIGATION RESULTS**

Police Department Recommendation: Grant  Deny

Village Administrator Decision: Granted  Denied

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date