



## PRECIOUS METAL AND GEM DEALER LICENSE INFORMATION

Office of the City Clerk License Division

200 E. Wells St. Room 105, Milwaukee, WI 53202

(414) 286-2238 e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

### Who needs a Precious Metal and Gem Dealer License?

License required for any person, corporation, partnership or association which engages in any transaction of buying, selling, or receiving secondhand jewelry, sterling silverware or gold or silver coins or bullion to and from the public.

### Definitions

"Jewelry" means any tangible article of personal property ordinarily wearable on the person consisting in whole or in part of gold, silver, platinum, aluminum, lead, brass, copper, pewter, alexandrite, diamonds, emeralds, garnets, opals, rubies, pearls, jade, and such other metals, minerals or gems customarily regarded as precious or semiprecious.

"Secondhand" means previously owned by a member of the general public immediately prior to the transaction at hand. It does not mean previously owned by a wholesaler, retailer or by a secondhand dealer licensed under s. 92-2.

### Exemptions

- Transactions at an occasional garage or yard sale, estate sale, a gun, knife, gem or antique show or a convention.
- Any transaction with a licensed secondhand jewelry dealer.
- Any transaction entered into by a person while engaged in a business of smelting refining, assaying, or manufacturing precious metals, gems, or valuable articles if the person has no retail operation open to the public.
- Any transaction between a buyer of new jewelry and the person who sold the jewelry when new which involves the return of the jewelry or the exchange of the jewelry for different, new jewelry.
- Any transaction as a purchaser or seller of secondhand jewelry from a charitable organization if the secondhand jewelry was a gift to the charitable organization

### License Period

License expires 1 year from date of issuance.

License must be issued within 1 year of approval, or a waiver from the Licenses Committee is needed.

### License Fee

\$150

### Forms Needed

- Business Application (ccl-bapp1)
- Precious Metal and Gem Dealer Supplemental Application (ccl-pmg1)

### Eligibility Requirements

The individual, both partners, or agent of a corporation or limited liability company must be a resident of the state of Wisconsin for 90 days prior to the date of application. Proof of residency must be submitted to the Milwaukee Police Department License Investigation Unit upon application, please call (414) 935-7430 to comply with this requirement.

### Fingerprinting

Required. See Business Application Information sheet for instructions.

### Reporting Compliance

Prior to operating, you must establish a NEWPRS account. NEWPRS (Northeastern Wisconsin Property Reporting System) is a database you must utilize to manage and store purchase information.

Contact Officer Thiele at (414) 935-7339 for instructions.

### Record Keeping

If you have any questions relating to records that must be kept or the proper means of identification, please contact the Milwaukee Police Department, Gold and Silver Detail, (414) 935-7280.

### City of Milwaukee Ordinance Regulations

- MCO 92-10
- Available online at
- [www.milwaukee.gov/ordinances](http://www.milwaukee.gov/ordinances)



## PRECIOUS METAL AND GEM DEALER LICENSE SUPPLEMENTAL APPLICATION

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<b>Legal Entity Name</b>		
<b>Premises Address:</b>		
<b>STATE OF INCORPORATION</b>		
State of incorporation is required for corporations and limited liability companies:		
<b>APPLICANT</b>		
Place of birth:		
Place of Residence in last year (Address, City, State, Zip):		
(Per 92-2-5-c of the Milwaukee Code of Ordinances, the individual, partners, or agent must reside in the state of Wisconsin for one year prior to the filing of the application.)		
<b>BUILDING OWNER</b>		
Name:		
Address (include city, state, zip code):		
<b>MERCHANDISE</b>		
List all type(s) of merchandise for sale:		
<b>LOCATION IN THE CITY WHERE ALL REQUIRED RECORDS ARE AVAILABLE FOR INSPECTION:</b>		
<b>MANAGER OF BUSINESS</b>		
Name:		
Address (include, city, state, zip code):		
<b>HOURS OF OPERATION</b>		
Day of Week	Hours of Operation (include a.m. or p.m.) (Example: 9:00 a.m. - 5:00 p.m.)	Estimated Number of Customers per day
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		

**LIST ALL OTHER LICENSES HELD BY THE APPLICANT AND THE STATUS(ES):**

<input type="checkbox"/> Occupancy Permits <input type="checkbox"/> Active <input type="checkbox"/> Suspended <input type="checkbox"/> Other: _____	<input type="checkbox"/> Wisconsin State Seller's Permit <input type="checkbox"/> Active <input type="checkbox"/> Suspended <input type="checkbox"/> Other: _____	<input type="checkbox"/> Other(s): _____ <input type="checkbox"/> Active <input type="checkbox"/> Suspended <input type="checkbox"/> Other: _____
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**OTHER LICENSED LOCATIONS:**

Do you hold any other Precious Metal & Gem licenses for other locations in the City of Milwaukee?  
 No  Yes If yes, provide the addresses:

**DESCRIBE YOUR PLANS TO:**

1. Provide security for the business premises:
2. Provide security for Business Records:
3. Provide security for Transactions and Transportation Involving Precious Metal and Gems Conducted at Locations Other Than the Identified business Premises:
4. Ensure that business is not conducted with minors:

**ANNUAL SALES**

What is your estimated sales volume for the calendar year in US Dollars? \$ \_\_\_\_\_  
 What percentage of your estimated sales is comprised of gold? \_\_\_\_\_%

I have read and understand the Summary of Precious Metals & Gems Dealers Regulations Brochure?  No  Yes

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

***SUBMIT THIS FORM ALONG WITH THE "BUSINESS LICENSE APPLICATION"***

**Office Use Only:**

Initials \_\_\_\_\_ Filed \_\_\_\_\_ App# \_\_\_\_\_

NEW: LC \_\_\_\_\_  Requeue to LIU after LC  Approval (NEWPRS acct obtained)

Granted \_\_\_\_\_ License \_\_\_\_\_