

Dealer Licensing Processes

Dealer Renewal Requirements

- The renewal packets are mailed, via US Postal mail, to all active license holders on approximately the 15th of the month, two months before your license expiration. Dealers who do not receive their packets by the end of the month before license expiration should call dealer licensing to request a copy be emailed to them.
- **All renewals are processed in the order received;** late remittance of paperwork will not result in expedited processing.
- All funds are processed first so that the background checks may be run.
 - License fee
 - Plate fees
 - SBI for each owner, officer, or partner, complete legal name, including middle initial, and birth date is needed for each
 - If a corporate entity, the following are considered officers for purposes of background checks: President, Vice-President, CEO, CFO, COO, Secretary, Treasurer
 - Arbitration/mediation fee from all new car and used car dealers for retail sales
- Upon receipt of a favorable background check, applications are reviewed for any missing documents. For those missing required documents, a letter is emailed immediately outlining the information needed.
- If there are any changes to the business name/DBA, structure, or location, a new application will be required as well as a filing fee.

Information Required Upon Renewal

Documents required for processing:

- Complete application signed and dated.
- Sales tax certificate – must be submitted by ALL applicants annually except trailer transit, transporter, & loaner licenses – must have accurate business name and address.
- If LLC or Inc. Corporate status must be in good standing.
 - Legal names and DBAs for corporate entities, including Limited Liability Companies, must be current with the Bureau of Corporations, Elections, and Commissions.
- Temporary Plate Log (MVI-01-10A)
- Recyclers are required to submit NMVTIS registration ID numbers **AND** a MVD-394 recycler zoning form

Mediation/Arbitration Fees Due at Renewal

- Dealers selling **new** and **used** vehicles **must** collect an arbitration/mediation \$1 fee for every motor vehicle sold to a **retail** customer.
- A \$1 lemon law **arbitration** program fee must be collected by the authorized new car dealer from the purchaser as part of each new motor vehicle sale agreement.
- A \$1 consumer **mediation** service fee must be collected by the used car dealer from the purchaser as part of each used motor vehicle sale agreement. (Title 10, § 1169)
- These fees **must** be paid upon license renewal for the prior 12-month period of the issued dealer's license.
- Dealers **must** list the fee on the sales agreement separately.

Exceptions:

Mobile homes and commercial vehicles with a G.V.W. of 8,500 lbs. or more are exempt from these fees.

New Applications and Changes or Additions to Current Licenses

- New applications and certain changes or additions to current licenses may require many of the same forms as noted below
 - A completed application noting the type of request, i.e., business structure change such as going from an individual ownership to an LLC, change of location, etc.
 - Applicant questionnaire
 - Appropriate fees, including application fee if applicable, filing fee, and SBI (Background check) fees for any new owners, partners, or officers being added.
 - If a corporate entity, the following are considered officers for purposes of background checks: President, Vice-President, CEO, CFO, COO, Secretary, Treasurer
 - A plot plan with dimensions, zoning form (MVD-363) and/or recycler zoning form (MVD-379), sales tax certificate with legal name, DBA, and address.
 - Updated insurance or bond if changes in name or location.
- This list is intended to provide basic information regarding common scenarios, but it is best to contact **dealer licensing** for complete information.

Reduce or Increase Dealer Plates

Reduction of Dealer Plates:

- A dealership must sell 12 vehicles in a 12-month period; if not, there will be a reduction of their dealer plates to two (2) plates. The reduction includes family plates, for which the family plate would be required to be surrendered. This law applies to dealers who are not exempt based on 29-A §903.3. A motor vehicle dealer who engages primarily in the sale of vehicles more than 15 years old, emergency vehicles, or industrial or farm equipment, or who sells only trucks with a gross vehicle weight rating of more than 26,000 pounds, is exempt from this subsection.

Plate Eligibility:

- **Applies to ALL Dealers-even those who are exempt from plate reduction.** The number of plates allowed is based on retail sales as specified in Rule Chapter 103 Appendix A. Dealers whose business increases to a point where additional plates are needed may request more with verification of need.

Increase of Dealer Plates:

- Additional dealer business plates may be obtained at any time except for dealers subject to plate reduction; they must wait one calendar year. Plates will be issued in accordance with the plate chart, and verification of sales will be required to demonstrate the need for more plates.

Sales Promotion

Attended Sales Promotion Permit:

1. Notify Dealer Licensing of the proposed dates and locations of display.
2. Fees: \$ 50 for 7 days or less promotion.
\$100 for an 8 to 60 day promotion.
\$150 for more than 60 days, but less than 90 days promotion.
3. Permits may be used in multiple locations.
4. Equipment and Trailer dealers are exempt from obtaining this permit if the promotion does not include a motor vehicle and does not exceed 90 continuous days.

Unattended Sales Promotion Permit:

1. Dealer Licensing *must* receive a written contract with the name of the sponsor and dealership.
2. Fees: \$ 50 for 7 days or less promotion.
\$100 for an 8 to 60 day promotion.
\$150 for more than 60 days.
3. Equipment and Trailer dealers are exempt from obtaining this permit if the promotion does not include a motor vehicle and does not exceed 90 continuous days.

Sales Promotion

Attended and Unattended Sales Promotions require:

- A completed MVD-379 Zoning Form from the town in which the promotion is occurring.
- A signed contract agreement with the property owner.
- A completed MVD-357 application for permit.

**All promotion requests require a minimum notice to
BMV Dealer Licensing of 48 business hours.**

Sales Promotion Continued

Charitable Events

- Charitable event permits are EXEMPT from fees for attended and unattended sales promotions.
- Organization and/or sponsor information must be provided!
- The sponsor's name, location, and date (s) of the event being held is mandatory.

**All promotion requests require a minimum notice to Dealer
Licensing of 48 business hours.**

Permit to Demonstrate

- A request for a Permit to Demonstrate must be submitted with the complete VIN of the vehicle being demonstrated.
- Issued for seven (7) days only.
- A permit May Not be used on leased or rented vehicles.
- This permit is only valid when issued by this office.
- Processing fee: \$1.00
- A permit May Not be issued more than once to the same person or business per vehicle.

10K Laden Permit

- Maine dealers licensed as a New or used car *and* a heavy trailer dealer can purchase a 10K permit to operate a laden vehicle over 10,000 pounds.
- The load *must* consist of only one (1) automobile, truck or truck tractor or multiple trailers or equipment that a dealer is licensed to sell.
- \$200 fee valid for 90 Days.

The Following list contains some of the rules and laws that a dealer must follow.

Please refer to the following for more detailed guidance:

- M.R.S.A Title 30-A
- M.R.S.A Title 29-A
- M.R.S.A Title 17
- M.R.S.A Title 17-A
- M.R.S.A Title 11
- M.R.S.A Title 10
- M.R.S.A Title 5
- Secretary of State Rules and Regulations Chapter 103 and Chapter 104.