MISSOURI DEALER SEMINARS



Missouri Dealer License Start-Up Guide

2027 Edition

The 7 steps to getting your Missouri dealer license, at a glance.

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Missouri Department of Revenue
Approved Training Since 2007



How to Get a Missouri Dealers License

I hope you find this guide helpful. I'll be teaching your dealer training class, and I'll do everything I can to help you get started in this incredible business.

— Delus Johnson, Your Dealer Course Instructor

Our goal: To prepare you to apply for your Missouri Dealers License correctly, increase your profits, and run your new business following all state and federal laws.

Your 7 Steps at a Glance

1. **Complete the 4-Hour Pre-License Course**
   Online or in class
2. **Find a Location for Your License**
   A residential location is possible
3. **Get Insurance & a Dealer Surety Bond**
   Competitive quote contacts provided in the course
4. **Complete Your Background Check**
   Through the Missouri State Highway Patrol
5. **Register with the Secretary of State**
   Covered in the course
6. **Pass Your Location Inspection**
   Covered in the course
7. **Apply for Your License Online**
   Covered in the course

Pre-License Class Units

- Getting licensed, application documents, cheapest insurance & bonds
- Reassigning titles for top profits, sales reports
- Records, effective advertising, federal laws
- Financing, getting started in Buy Here Pay Here
- Odometers, vehicle history reports
- Dealer plates & temporary permits
- Dealer management software
- Dealer licensing checklists

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1 Complete the 4-Hour Pre-License Course

Missouri law requires every dealer license applicant to complete a 4-hour pre-licensing course. You can take it online or in class.

- Every pre-license step, explained in full
- All the paperwork for your license application
- The paperwork for buying a vehicle to resell, and for selling it at a profit
- Profit strategies from my experience as a licensed dealer and as a trainer of dealers across the U.S.

GET STARTED View the class schedule or start the online course at missouridealerseminars.com.

2 Choose Your License Location

Missouri requires a physical, brick-and-mortar location so customers know where to find you before and after the sale. There is no “cloud-based” dealer license.

Option	What to know
Residential	One of the few states allowing a retail dealer license at home, a lower-cost way to start. The address **must be zoned** for a dealer license, and your display lot can't be on a driveway. Most larger cities won't allow it unless the home is commercially zoned. Rural areas and some smaller cities often do.
Commercial	Usually brings much higher profits thanks to drive-by traffic, which still produces a large share of sales.

< 5% Rent a lot at $500/month and sell 5 vehicles a month at an average $2,200 profit each, and rent is less than 5% of your total profit.

Every location must have:

- A building with a display area for vehicles of the type you sell
- A permanent business sign on the building or in the display area

A display lot even if you hold a wholesale license. Missouri requires one for wholesale dealers too.

I always recommend a **retail** license over wholesale. Wholesale dealers can only sell to other licensed dealers, which limits your customers and profits.

Check zoning first. This is Missouri law! Call your city hall's Planning and Zoning office with the address, or your county courthouse if you're in a rural area.

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3 Get Insurance & a Dealer Surety Bond

The State won't issue your license until you're insured and bonded. Insurance covers vehicles your customers test drive. The bond protects customers from the small handful of dealers who commit fraud. Prices vary widely between companies.

IN THE COURSE How to find the cheapest insurance and dealer surety bonds.

4 Complete Your Background Check

Before you apply, complete a background check through the Missouri State Highway Patrol. Out-of-state residents submit one from their own State Police. You don't have to live in Missouri, but your dealership must be located in Missouri.

IN THE COURSE A walkthrough of the current Highway Patrol process.

5 Register with the Missouri Secretary of State

Every dealership must be registered with the Missouri Secretary of State. It's a quick online registration that takes just a few moments when done correctly.

IN THE COURSE How to register your dealership quickly and easily.

6 Pass Your Location Inspection

The State verifies you have a physical location with a lot and a sign. A local law enforcement officer does the inspection, which usually takes only 2 to 3 minutes.

IN THE COURSE How to schedule your inspection.

7 Apply for Your Dealer License Online

All applications go through the Missouri Department of Revenue's online dealer portal. Mailed and walk-in applications are no longer accepted. Incorrect applications cause delays, but done right, **your license may be approved in as little as 5 days.**

Once licensed, your dealership must be open **at least 4 days and 20 hours a week.**

IN THE COURSE The online application step by step, plus your official hours of operation. The Department is moving dealers to its new FUSION system in early 2027, and the course is kept current with each change.

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What Your Missouri Dealer License Unlocks

Every Dealer Auction in the U.S.

Buy in person, or online with delivery to your Missouri dealership in 1 to 3 days.

Auction Access ID

Get easy access to dealer auctions nationwide. Buy at low wholesale prices and sell at retail.

Inspected Online Inventory

Many auctions offer vehicles that have passed third-party inspections for mechanical and physical defects.

Administrative Fees

Learn how to legally charge an administrative fee that can add several hundred dollars to each sale.

In Your Official Missouri Dealer Training Course

- Complete each pre-license step easily
- Apply for your license correctly
- Complete titles as a dealer
- Sell vehicles for maximum profit
- Get a loan for every customer
- Start a high-profit Buy Here Pay Here dealership

Ready to Change Your Life with Your Own Dealer License?

Visit our website and click the blue “Sign Up” button. When you finish the course, you'll be confident and ready to run your new business.

missouridealerseminars.com

Thank you for considering Missouri Dealer Seminars as your dealer license training partner. I wish you the very best of luck with your new business.

Delus Johnson

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Since 2007
Missouri DOR Approved Training

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