

# Missouri Dealer Seminars



# Missouri Dealer License Start Up Guide

[missouridealer.com](http://missouridealer.com)



# DELUS JOHNSON

*Your Dealer  
Course Instructor*

## **OUR GOAL**

*Our goal is 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.*

## **DEALER PRE-LICENSE CLASS UNITS**

*Unit One-Getting Licensed, Completing All Dealer License Application Documents, How to Find Cheapest Insurance and Dealer Surety Bonds*

*Unit Two-Reassigning Titles for Top Profits, Sales Reports*

*Unit Three-Records, Effective Advertising, Federal Laws*

*Unit Four-Financing, Get Started in Buy Here Pay Here*

*Unit Five-Odometers, Vehicle History Reports*

*Unit Six-Obtaining Dealer Plates and Temporary Permits*

*Unit Seven-Dealer Management Software*

*Unit Eight-Dealer Licensing Check Lists*

## **CONTACT DETAILS:**

*Missouri Dealer Seminars*

*info@missouridealer.com*

*missouridealer.com*

*Providing Missouri*

*Department of Revenue*

*Approved Training Since 2007*

# How to Get a Missouri Dealers License

I hope you find this Dealer Startup Guide very helpful. I will be giving your dealer training class, and I will do everything I can to help you get started in this incredible business.

Thank you very much,

# Delus Johnson

# Missouri Dealer License Start Up Guide

1. Complete 4-Hour Pre-License Course  
(Online or In Class)
2. Find Location for License  
(Residential Location Possible)
3. Obtain Insurance & Dealer Surety Bond  
(Competitive Quote Contacts Provided in Course)
4. Online Background Check  
(No Fingerprints Required)
5. Register with Secretary of State  
(Covered in Course)
6. Location Inspection  
(Covered in Course)
7. Apply for License  
(Covered in Course)

## Missouri Used Dealer License

A Missouri dealer license will allow you to purchase vehicles at every dealer auction in the United States. You can purchase vehicles in person at the dealer auctions or purchase them online and have them delivered to your dealership in one to three days.

Some dealers prefer to purchase their vehicles by visiting dealer auctions in person, but it has become much easier to purchase a vehicle online and have it delivered to your location in Missouri.

Many dealer auctions have vehicles that have passed third party inspections to ensure the vehicle that you are purchasing online has no mechanical or physical defects.

Once you obtain your license you can apply for what is known as an Auction Access ID card which will also you to easily access every dealer auction in the United States to buy vehicles at low wholesale prices and mark them up to high retail prices.

In your course I will also show you how to legally charge an Administrative Fee on vehicles that you sell that can add several hundreds of dollars to your profits on each vehicle.

Once you have completed these 7 steps you can submit your Missouri dealer license application to the Missouri Department of Revenue Dealer Licensing Section to receive your Missouri dealer license.

## 1. Complete 4-Hour Pre-License Course

Any person applying for a Missouri dealer license is required by law to complete a 4-hour dealer pre-licensing course.

In the course we will cover each pre-license step extensively and show you how to complete all the paperwork that is needed to apply for your Missouri dealer license. If you are not sure how to get started in the process, the training course covers every step.

We will also complete all the paperwork that is required when you purchase a vehicle to resell and all the paperwork that is required when you sell the vehicle for a profit.

I'll also share some profit strategies that I've honed through my experience as a licensed motor vehicle dealer and through training entrepreneurs like yourself across the United States.

When you complete your training course you will be confident and ready to run your new business. You can view the dealer license class schedule or start the online course by visiting [missouridealer.com](http://missouridealer.com).

## 2. License Location

The State of Missouri requires dealers to operate out of a bricks and mortar building. The State does not allow a cloud-based dealer license that would allow a dealer to show up in a parking lot, sell a vehicle to a customer, then disappear forever. The State wants to ensure your customers know where you are located before and after the sale of a vehicle. Your dealer license must be located at a physical address.

There are two dealer license locations that allow you to meet this requirement.

1. Residential Location
2. Commercial Location

### Residential Location

The State of Missouri is one of the very few states that allow you to obtain a retail dealer license at a residential address. However, the residential address must be zoned to allow a dealer license. This is a great way to get your foot in the door and obtain your dealer license at a lower cost. Most larger cities in Missouri will not allow a dealer license at a residential address unless the residence is in a commercially zoned area.

Many dealers that operate at a residential address are in rural areas with little or no zoning although there are some smaller cities that may allow a dealer license at your home. Regardless of the location you choose for your dealer license, State law requires the location to be zoned to allow a dealer license. If you obtain your dealer license at your residence all regulations must be maintained, and your display lot cannot be located on a driveway.

### Commercial Location

If you opt to use a commercial location for your dealer license you can potentially yield significantly higher profits compared to a

residential address. Commercial sites typically benefit from greater drive-by traffic, enabling potential customers to view your vehicles as they pass by. Despite the rise of internet marketing for dealerships, a substantial portion of sales still originate from drive-by traffic.

I've spoken with numerous entrepreneurs like you who are hesitant to lease a commercial location to obtain a dealer's license. Dealers operating from commercial locations normally experience substantially higher profits, with rent costs typically being easily covered by a percentage of the profit from just one vehicle sale.

Rent for a commercial location typically takes only a small fraction of your overall profits.

For instance, if you're renting a location at \$500 per month and you sell 5 vehicles monthly, each with an average profit margin of \$2,200, your building rent would represent less than 5 percent of your total profits.

If you are not allowed to have a dealer license at your home, I strongly encourage you to invest in a commercial location to experience the profits in this high markup business.

## Location Requirements

When you obtain a Used Motor Vehicle Dealer License you are required to have a building with a display area that has room for at least 4 vehicles of the type you are selling. The building must have a permanent business sign attached or mounted in the display area. The State of Missouri also requires your display area and sign to be seen from the nearest roadway.

It's crucial that the location meets local zoning requirements. You must ensure your chosen location is zoned for a dealer license. You may contact the city hall where your location is situated and ask for the Planning and Zoning office. Provide them with the address of your intended location, and they can confirm whether the zoning permits operation of a dealership at that location. If you're in a rural area, you may contact your courthouse to verify zoning compliance.

In Missouri, wholesale dealers are also required to have a display lot. Unlike many other states where wholesale dealers do not need a display lot, Missouri requires wholesale dealers to have a display area. A wholesale license also restricts sales to other licensed dealers, significantly limiting your profit potential. Therefore, if you intend to operate as a dealer in Missouri, you must have a display area regardless of the type of license.

I always recommend a retail license over a wholesale as it allows for a larger customer base and higher profits.

If you are not allowed to have a dealer license at your residential address you should have no problem finding a location that meets zoning requirements for a minimal cost.

You must meet all local zoning requirements. This is Missouri Law!

### 3. Insurance and Dealer Surety Bond

You are required to obtain insurance and a dealer surety bond before you can apply for your Missouri dealer license. The State will not issue your dealer license until you are insured and bonded.

The insurance covers the vehicles that your customers are test driving, and the dealer surety bond protects customers from the small handful of dealers that commit fraud.

The pricing on your insurance and dealer surety bond can vary greatly depending on the company that is giving you a quote. In your dealer training course, we will show you how to find the cheapest insurance and dealer surety bonds.

### 4. Online Background Check

Before you apply for your Missouri dealer license you must obtain an online background check from the Missouri Highway Patrol. If you live in another state, you will need to submit a background check from your State Police. You do not have to live in Missouri to have a

Missouri dealer license, but your location must be in Missouri.

In your dealer training course, we'll guide you through the easy process of obtaining your online background check on the Missouri Highway Patrol website. Fingerprints are not necessary for obtaining a Missouri dealer license.

When you obtain your dealer license you will have oversight over very large financial transactions when selling a vehicle. The State of Missouri just wants to ensure you are of a high level of ethical standards before you are issued your Missouri Dealer License.

## 5. Register With Missouri Secretary of State

All dealers must register with the Missouri Secretary of State. The Missouri Secretary of State wants a record of every business operating in the State including the dealership you are getting ready to open. In your dealer training course, we will cover the registration of your new business with the Missouri Secretary of State in detail.

When you complete your dealer training course you will know how to register your dealership quickly and easily with the Secretary of State. It takes just a few moments to correctly complete this online registration.

## 6. Location Inspection

Before the State of Missouri issues your dealer license, they require a location inspection. The State wants to make sure you have a physical location with a lot and sign. The Department of Revenue does not have enough staff to conduct the inspections so they will allow a local law enforcement officer to conduct the inspection. This inspection will probably take only 2 to 3 minutes. We will show you how to schedule this quick and easy inspection in your Missouri dealer training course.

## 7. Apply for the Dealer License

All Missouri dealer license applications must be submitted through the Missouri Department of Revenue Dealer Portal. The State no longer



accepts dealer license applications that are mailed in or dropped off at the Dealer Licensing Office in Jefferson City. You must apply for your license via the online Dealer Portal.

In your dealer training course, we will cover the Dealer Portal application process extensively to ensure you are applying for your dealer license correctly. Incorrect dealer applications can cause significant delays in your license approval. We cover the dealer license application step by step to ensure you are submitting your dealer license application correctly. Your license may be approved in as little as 5 days.

Once you obtain your dealer license you must open your dealership at least 4 days a week for at least 20 hours per week. We cover your official hours of operation extensively in your dealer training course.

In your official Missouri Dealer Training Course, you learn how to easily complete each pre-license step, you will learn how to apply for your license correctly, and you will learn how to complete titles as a dealer.

In your course you will learn how to sell vehicles for maximum profits and incur additional profits by legally charging administrative fees. You will learn how to get a loan for every customer, and you will even learn how to start a high-profit Buy Here Pay Here dealership as well.

When you complete your dealer training course you will be confident and ready to run your new business.

**When you are ready to change your life with your own Dealer License, visit [missouridealer.com](http://missouridealer.com) and click on the blue "Sign Up" button!**

Thank you for considering Missouri Dealer Seminars as your dealer license training partner.

I want to wish you the very best of luck with your new business.



*Delus Johnson*