START A BUSINESS - WISCONSIN

How to start an auto detailing business in Wisconsin

Wisconsin taxes labor on vehicles, including cleaning; get a seller's permit and check local rules. We found no state detailing license.

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1 Is detailing right for you?

Detailers clean and protect vehicles inside and out. It suits careful, patient people and can start small with a mobile setup.

2 Form the business and get a seller's permit

1. Choose a structure. LLCs and corporations file with the Wisconsin Department of Financial Institutions.
2. Get a seller's permit from the Department of Revenue and collect state and any county sales tax. Repair labor, cleaning and towing are taxable.
3. Check your city or county for local licenses and zoning.

3 Licenses

We found no Wisconsin State license for detailing or car washes. Check your city or county for licenses and zoning.

4 Sales tax

Labor on motor vehicles, including cleaning and painting, is taxable in Wisconsin. Ask the Department of Revenue about any exceptions for your services.

5 Your first steps

1. Form the business and register with the Department of Revenue.
2. Check local licenses and zoning.
3. Buy insurance and equipment.
4. List your business on Nearby Car Care

Requirements at a glance

Sales tax on vehicle cleaning

Required - State - Wisconsin Department of Revenue

Labor on motor vehicles, including cleaning and painting, is taxable in Wisconsin. Ask the Department about any exceptions for your services. We found no Wisconsin State license for detailing.

Official agencies and links

Publication 202: Sales and Use Tax Information for Motor Vehicle Sales, Leases, and R

Wisconsin Department of Revenue

https://www.revenue.wi.gov/DOR%20Publications/pb202.pdf

Frequently asked questions

Is car detailing taxable in Wisconsin?

Labor on motor vehicles, including cleaning, is taxable; ask the Department about exceptions.

This guide is general information, not legal advice. Rules change and can depend on your city or county, so confirm with the official agencies linked below before you apply.

https://nearbycarcare.com/resources/business/start-auto-detailing-business/wisconsin/