START A BUSINESS - WISCONSIN

How to start a roadside assistance company in Wisconsin

Form the business and get a seller's permit; we found no state roadside license, and repair labor on vehicles is taxable.

Sources verified 2026-11-21 - Updated 2026-11-21

1 Is roadside assistance right for you?

Roadside companies help stranded drivers with jump starts, tire changes, fuel delivery, lockouts and winch-outs. It suits people who like driving and stay calm next to traffic.

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 roadside assistance. Check your city or county for licenses and zoning.

4 Sales tax on repairs

Wisconsin taxes parts and labor for repair, service and maintenance of vehicles, including installation of accessories. Collect sales tax on the whole repair bill.

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 repairs and towing

Required - State - Wisconsin Department of Revenue

Wisconsin taxes parts and labor for repair, service and maintenance of motor vehicles, including installation of accessories (Publication 202). Collect state and any county sales tax on the whole repair bill.
We found no Wisconsin State license for roadside assistance.

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

Do I need a license for roadside assistance in Wisconsin?
We found no state license.

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.