



Licensing Auto Renew

Increase Continuous Licensure
and Reduce Gaps Between
License Purchases

Customer licensing continuity, lapse reduction, and renewal behavior across Brandt-supported states.

The Challenge: Licensing gaps are often unintentional. Most license lapses are not caused by a customer's refusal to purchase a license. Instead, gaps frequently occur because of forgetfulness, timing friction, missed communications, or avoidable payment failures.

Customers may intend to renew but miss an email reminder, forget the expiration date, or delay repurchasing after a license expires. In many systems, the delay can extend for months, creating gaps between license purchases.

These gaps create friction for the customer and uncertainty for the agency. When customers unintentionally lapse, they may operate without a valid license until they remember to repurchase. Reducing these gaps improves compliance, strengthens licensing continuity, and makes it easier for customers to remain properly licensed. Auto renew addresses this problem.

What Auto Renew Is

Auto renew is a customer opt-in capability that allows eligible licenses to renew automatically upon expiration using a securely stored payment method.

Customers can enroll during checkout or later through their account. They retain full control and can manage or remove their enrollment at any time.

Before a renewal is processed, customers receive advance reminder notifications giving them time to review the upcoming renewal, update their payment credentials, or cancel if desired. If the renewal proceeds successfully, the system immediately emails the renewed license documents and stores them in the customer's online account.

Payment credentials are securely tokenized rather than stored as raw card data.

The goal of this design is to make renewal **timely, visible, and customer-controlled**, while removing the friction that often causes customers to lapse unintentionally.



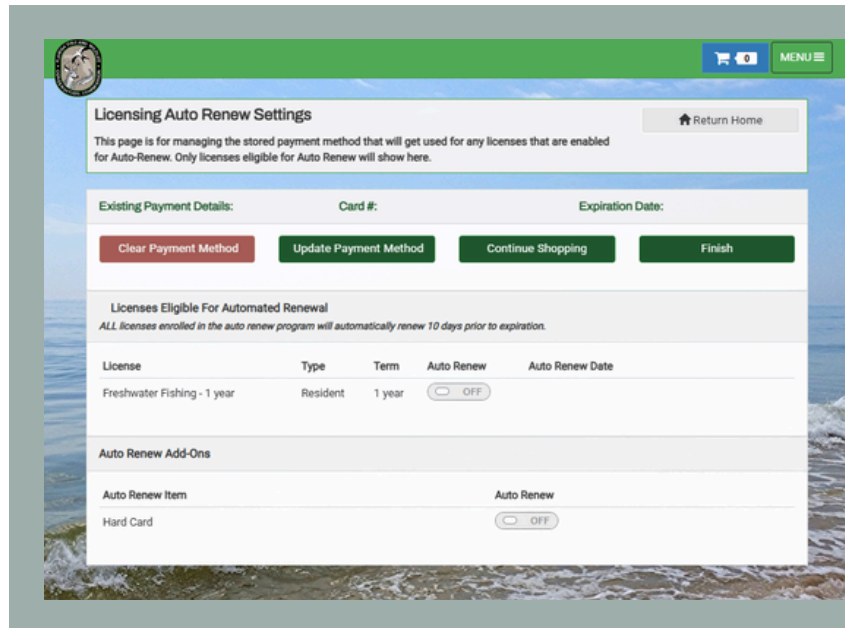
The Core Outcome: Fewer Gaps Between License Purchases

Auto renew improves licensing continuity by increasing the number of consecutive license purchases without gaps in coverage.

Instead of customers remembering to return to the system months after expiration, the renewal occurs automatically at the correct time, ensuring that the next license period begins immediately when the previous one ends.

Florida's auto renew program demonstrates this impact. After implementation, the average time between a license lapse and renewal decreased from **248 days to 0 days**. Rather than waiting more than eight months on average to purchase again, customers enrolled in auto renew moved to continuous coverage.

This change illustrates the core benefit of the feature: it reduces the time customers remain unlicensed after expiration.



Tennessee's Auto Renew Success

The Tennessee Wildlife Resources Agency (TWRA) commissioned a third-party assessment of its auto renew program.¹ The report found that among customers enrolled in auto renew, renewal rates increased from **82% before implementation to 90% after implementation**.

The study also observed rapid adoption of the feature. The number of anglers enrolled in auto renew more than doubled between 2019 and 2021. Even in 2021, when overall renewal rates declined, the number of anglers enrolled in auto renew still increased by **80%**.

These trends show that once customers adopt auto renew, renewal continuity improves even when broader market conditions are less favorable.

The assessment also found that increased annual spending among auto renew customers was driven primarily by **higher retention rates**, reinforcing that the value of the feature stems from improved renewal consistency.

For states that issue **365-day licenses**, auto renew can be particularly valuable because customers often forget their individual expiration date and may overlook renewal reminders.

¹ "An Assessment of the Effectiveness of Auto-Renewal and Insights Regarding Implementation" by Southwick Associates in partnership with Tennessee Wildlife Resources Agency and Recreational Boating & Fishing Foundation

Design Features That Reduce License Lapse

Brandt's auto renew system incorporates several operational features designed specifically to reduce renewal gaps.

- **Opt-in customer enrollment**
Customers must actively enroll in auto renew and can manage their settings at any time, which increases customer acceptance and transparency.
- **Advance renewal reminders**
Customers receive multiple notifications prior to the renewal event, reducing surprise and allowing time to update payment credentials or opt out.
- **Expired card detection**
The system checks for expired payment credentials ahead of the renewal date, reducing preventable payment failures that could otherwise cause a lapse.
- **Immediate license delivery**
Renewed license documents are delivered immediately through email and the customer's account, eliminating any delay between successful payment and proof of licensure.

Together, these features help ensure that customers who intend to remain licensed can do so without interruption.

Implications for Agencies

Auto renew increases continuous licensure by reducing the time customers remain lapsed and by increasing the number of consecutive license purchases without gaps in coverage.

For agencies, this creates several benefits:

- Higher renewal rates among enrolled customers
- Improved licensing continuity and compliance
- Reduced operational burden from preventable renewal lapses
- A more convenient and predictable customer experience

Auto renew helps customers stay licensed. It changes when people renew, not just whether they renew. By removing timing friction and forgetfulness from the process, agencies can maintain stronger continuity of licensure across their customer base.

Don't Miss the Boat
SIGN UP FOR AUTO-RENEW

NEVER WORRY ABOUT YOUR REGISTRATION

An additional year is added to your boat registration every 12 months



Law Enforcement Benefits: Continuous Licensure Improves Compliance

For law enforcement officers responsible for enforcing licensing regulations, clarity about whether an individual holds a valid license is critical.

When customers unintentionally allow licenses to lapse, it can create avoidable compliance situations. Many of these cases do not stem from intentional non-compliance but from timing issues such as forgotten renewal dates, missed reminders, or delays in repurchasing after expiration.

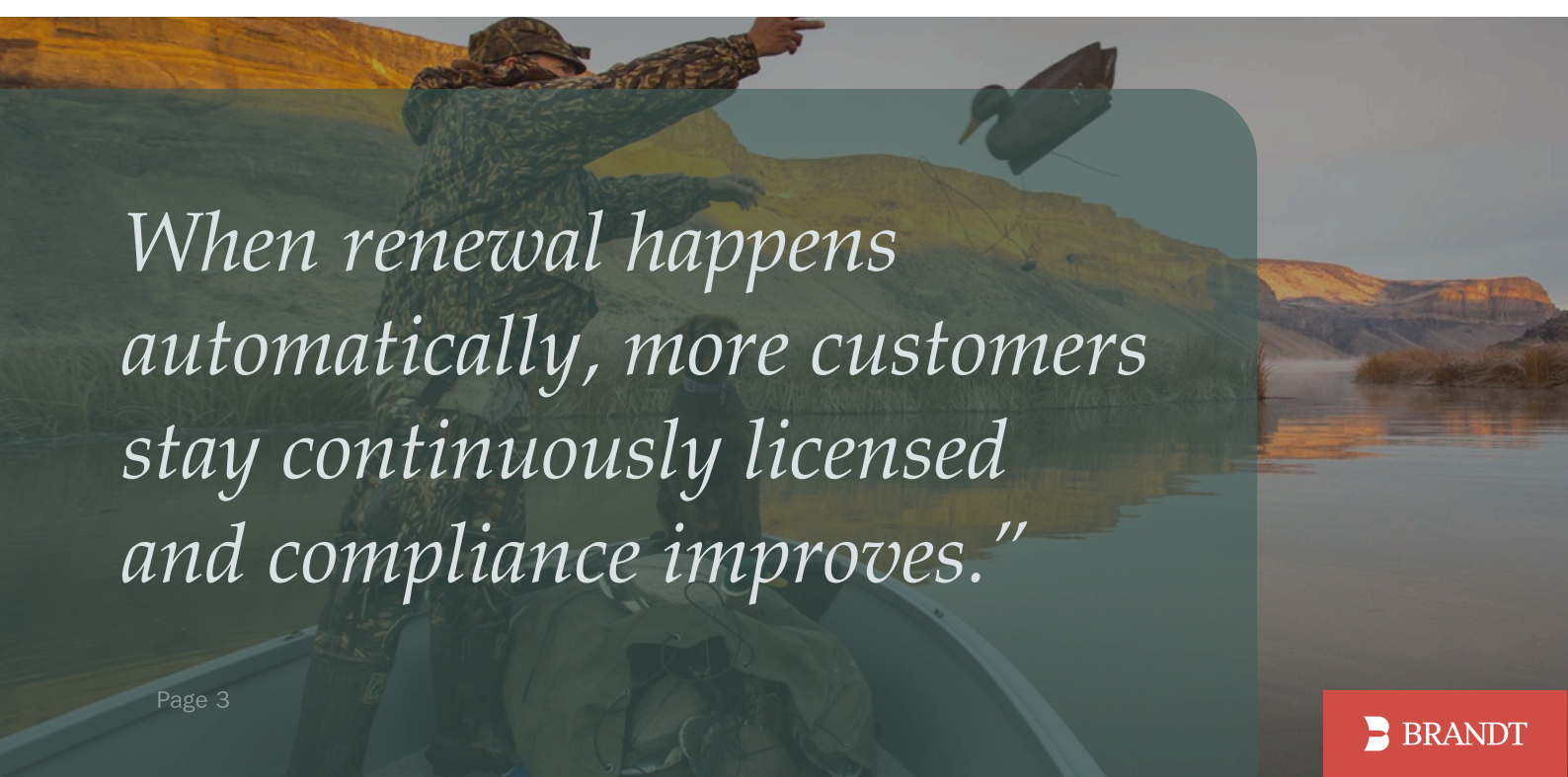
Auto renew helps reduce these situations by increasing the likelihood that customers maintain continuous licensure.

When licenses renew automatically at the appropriate time, fewer customers experience unintended gaps in validity. This improves overall compliance rates and reduces the number of encounters where an otherwise law-abiding individual is temporarily unlicensed due to an administrative lapse.

From an enforcement perspective, higher continuity of licensure supports:

- **Clearer license validity in the field**, reducing ambiguity during compliance checks
- **Fewer inadvertent violations**, where customers intended to renew but missed the expiration
- **Stronger overall compliance rates**, because more customers remain continuously licensed
- **More efficient officer interactions**, since valid licensing status can be verified quickly

By reducing preventable licensing lapses, auto renew supports the broader regulatory objective of maintaining an accurately licensed population while helping agencies focus enforcement resources on true compliance issues rather than administrative oversights.



When renewal happens automatically, more customers stay continuously licensed and compliance improves.”