

Business name change checklist



Planning and research

- Check name availability
- Survey customers and clients
- Calculate the rebranding budget
- Consider registering a DBA



Legal and financial

- Notify the state
- Contact the IRS
- Determine if a new EIN is needed
- Update permits and licenses
- Update bank accounts
- Update financial agreements
- Register new company logo



Physical presence

- Order new business cards
- Update customer-facing displays
- Get new stationery
- Update signage



Online presence

- Change name on the website
- Update external and internal links
- Update marketing tools
- Change social media profiles



Administrative

- Inform employees of the change
- Update voicemails
- Notify clients and customers
- Inform logistics providers, vendors, suppliers, etc.
- Notify utilities and other service providers
- Inform the post office
- Update business information in company tools and software
- Update email host
- Notify insurance companies
- Update payroll and HR documents



Other

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