

Changing your business name: The financials

Bank and financial accounts: Notify your bank or credit union. Order new checks.

Credit and debit cards: Ask your issuers if you need replacement cards. If so, and the numbers change, make sure you update any payments automatically paid through the old account numbers.

Clients, suppliers, and vendors: Notify them as well. Your accounting software may make it easy; if not, you may need to notify each one individually.

Credit agencies: Notify the major commercial credit agencies.

- Dun & Bradstreet (D&B) does not require you notify them of a name change unless it involves a change of ownership. If it does, visit Dun & Bradstreet's free [company update page here](#).
- Experian recommends small business owners visit [BusinessCreditFacts.com](#) to update their reports.
- Equifax does not require a business owner to notify them of a name change as long as the business maintains the same tax ID number and credit accounts.

[Monitor your business credit](#) before, during, and after your name change to make sure information is reported accurately and continues to be. Check your personal and [business credit scores](#) for free at Nav. No credit card is required.

Physical presence

All those envelopes, business cards, and brochures you recently had printed will have to be redone with your new company name and logo. While you may want to keep a few old items around for nostalgia (or scrap paper), consider donating them to others rather than simply throwing them in a trash heap. Employees may want to donate letterhead to their kids' school for use as scrap paper, for example, and your local charity may welcome those mugs, pens, or T-shirts you won't be using.

Other items that might need updating:

- Logo
- Website and social media accounts
- Sign for front desk

- Signage on doors
- Building sign
- Business cards
- Posters
- Vehicle parking ID / wraps
- Building ID badges
- Letterhead
- Envelopes
- T-shirts/uniforms
- Swag/promotional items
- Brochures
- Slide decks/presentations
- Voicemail message

Online presence

Here are just a few of the things you may need to change with your online presence:

- Domain name
- SSL certificate
- Web pages
- Website copyright
- Search engines
- Email addresses
- Email signatures
- Wikipedia page

Social media

You'll need to update your social media accounts which may include:

- Facebook
- Instagram
- LinkedIn
- X (formerly Twitter)
- Google Business Profile
- Threads
- YouTube
- Yelp

Legal

There may be a number of legal documents that need to be updated. Be sure to consult with your attorney or in-house counsel to make sure you are covered.

- Business license
- Contracts
- Patents
- Trademarks
- Copyrights
- Department of Corporations or state agency registration
- Stock certificates
- Notify registered agent

Human resources (HR)

Your employees will appreciate a smooth transition, so make sure HR issues are covered. These may include:

- Payroll
- Health insurance
- Other insurance (dental, life, etc.)
- Unemployment insurance
- 401K
- Job boards
- Employee shares
- Training manual
- Telephone scripts

Media advertising

- Press release
- Online press resources
- Media style guide
- Online advertisements
- Billboards/Outdoor ads
- Radio ads
- TV ads