

What Makes A Great Painting Company Name?

If you're starting a painting company, one of the first things you have to decide on is a name. That's because the name will go on all of your incorporation paperwork and marketing.

Changing your company name becomes harder (and more expensive) with each day your company operates. Here are five things to consider when selecting a name:



Is It Taken?

If your company name is very similar to someone else's, they can sue you for impersonation. It can also confuse your customers. Check with the secretary of state to make sure it isn't already in use.



Is It Easy?

If your company name has odd spellings or is very long, customers won't remember it. They may also type it incorrectly when they search for your business online, and you won't appear in the search results.



Does It Say What You Do?

Companies that have names that have nothing to do with the service they provide (Google, Apple, Amazon) had to spend millions of dollars to tell the world what they do.

You won't have to do this if your name communicates what your business does. This way, your customers don't have to read anything more than your name to figure out if you can help them.



Does It Say How You're Different?

When customers are deciding on a company to paint their home, your name can give them a reason to select yours. Do you emphasize quality, integrity, or service? Include that in your name!



Is It Limiting?

Don't pick a name that might make it hard to grow. For instance, don't put the name of your city in your name if you plan to do work outside of that city, because people in other cities might assume you don't serve their area.

A good name will reflect your business's identity and goals. It will help you market yourself. And it won't get you into legal trouble.

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