

Guidelines for Company Name for multiple customers

***Applicable also for customer who have an existing listing in another location with the same company name.**

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Scope: All Departments

Last Update:

EXCEPTION: if there is a storefront of the company that can be seen branded on Google Street View or if the customers are able to provide branded storefront photos for each location we do not need to follow this procedure. Also, if the customer is able to provide a tax ID for each location we can accept the deals. If a storefront photo is provided a sign with the company name should be clearly visible as well as much as possible surroundings.

1. Company Name Generator Tool: <https://biznamegenerator.411reports.com>
2. Guidelines for DO's:
 - a. CNs can be created with **First and last name or initials** and their variety of combinations + different **services** the customer provides
 - i. For **name** there are 6 possible combinations:
 1. First + Last name
 2. Only First Name
 3. Only Last Name
 4. First and Last Name Initials
 5. First name Initials + Last Name
 6. First name + Last name Initials
 7. If the customer agrees to use his wife/girlfriend/child name then the variations become even more.
 - ii. For **services** for "Window Repair/Supplier" other services are:
 1. Window repair
 2. Window installation
 3. Window service
 4. Window maintenance
 5. Window replacement
 - iii. **Examples:** If the main account's CN is **John's Window Repair** and customer's names are **John Meadow**, examples of CNs for the rest of the accounts can be:
 1. Meadow's Window Repair

2. JM Window Service
3. Window Repair by John
4. Window Repair By JM
5. Window Repair Service by Meadow
6. Window Installation by J Meadow
7. Houston's JM Wndow Installation
8. JM's Katy Garage Door Service
9. Houston's Meadow Window Repair
10. Meadow's Katy Window Installation

- b. We can use a completely different name suggested by the customer as long as it sounds like a real company name, e.g. "JSS Plumbing Co."

3. Guidelines for DON'Ts

- a. Simply adding the location after the company name is **NOT** considered as a unique company name. "Example "ABC Plumbing Las Vegas"
- b. Adding words but keeping the core of the Company Name is **NOT** considered as a unique Company Name. Example, "ABC Plumbing Services".
- c. The Company Name should not be only a keyword, e.g. "Plumbing Services" or "Plumbing Services Summerlin".
- d. Simply switching the letters/words in the Company Name is **NOT** considered as a unique Company Name. Example, "RB Machine Solutions" and "BR Machine Solutions". Another example is "John Smith Plumbing" and "Smith John Plumbing".
- e. "Best" is should **NOT** be a part of the Company Name. Example: Best Nails

4. Relevant Procedures

- a. [Multiple Customers procedure](#)
- b. [Policy for Changing NAP DEC2016](#)

Date	Approved by	Change	Section
9/20/2022	Delyana Bozhilova	Removed: "In case the accounts become many we can add the City to the company name. NB! Use this option <u>ONLY</u> when accounts are many and there are no other options"	2b
3/17/2019	Silviya Angelova	Rewritten the entire Do`s section; Added the Company name generator tool	2a,b
4/2/2019	Georgi Genchev	Added "Best" as a "Don't" Option	3e

