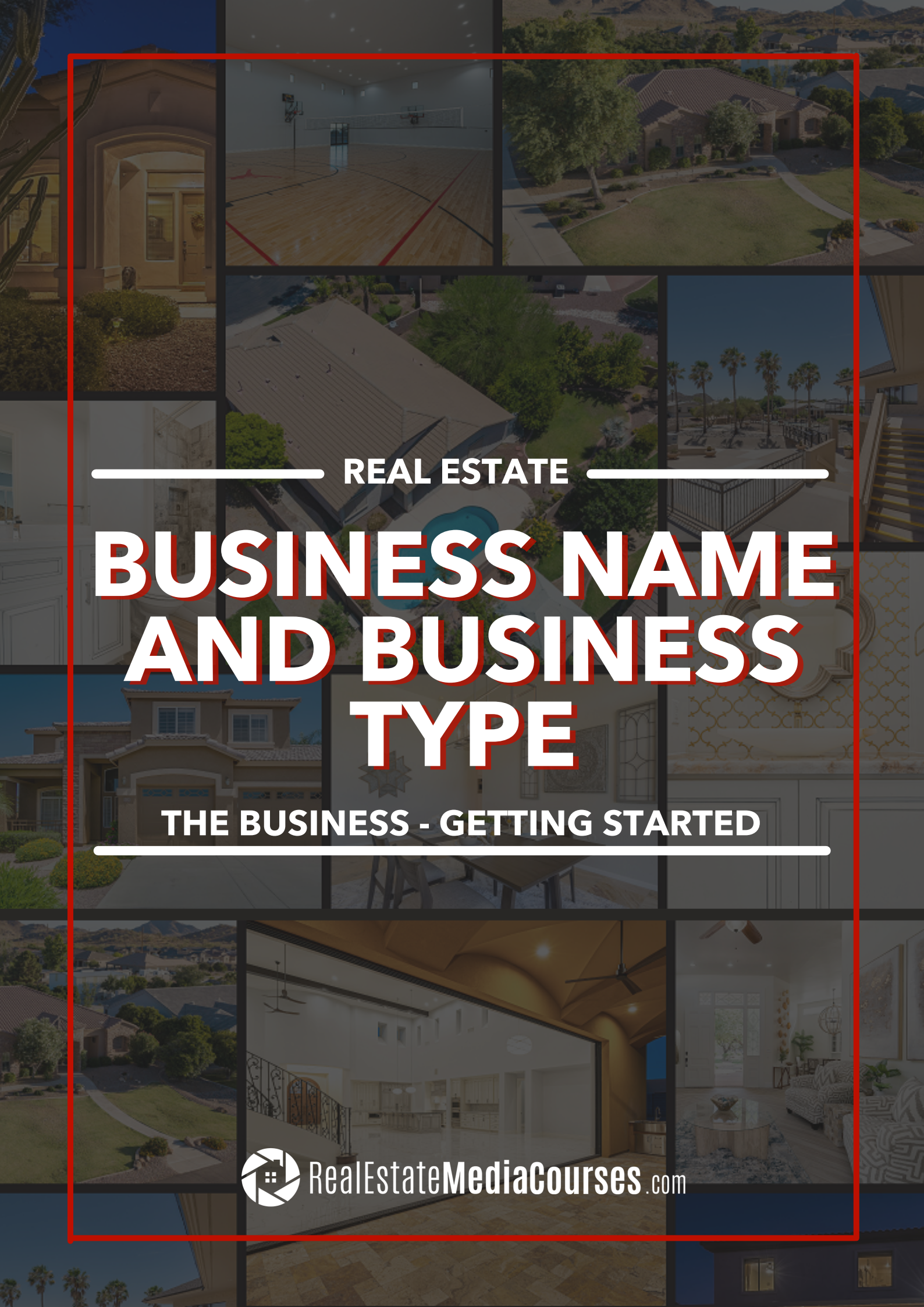




REAL ESTATE

BUSINESS NAME AND BUSINESS TYPE

THE BUSINESS - GETTING STARTED



RealEstateMediaCourses.com

BUSINESS NAME AND TYPE

REAL ESTATE - THE BUSINESS

There are a lot of options when it comes to naming your business and what business type you choose.



1 | BUSINESS NAME

I wanted something sort of easy to say and had an 'a.com' domain available. I only spent a couple of days coming up with the name and had a good-sized list of options with available '.coms.' I also didn't want to pick a name that boxed us into what services we provide.



ListerPros

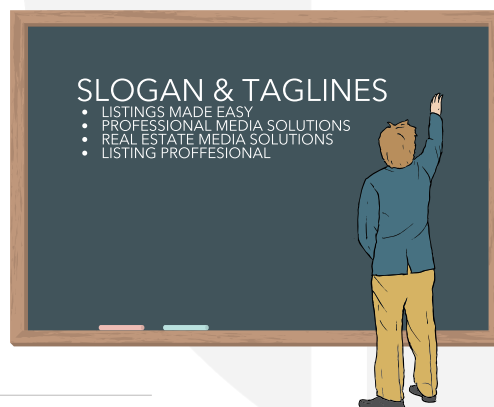


EXAMPLES ONLY!

2 | BUSINESS SLOGAN

When I started, our slogan was "Listings Made Easy." We then went to "Professional Media Solutions" and changed it to "Real Estate Media Solutions."

We can also change it again in the future, should we need to do so. If your business name is something like John's Photography, you are somewhat boxing yourself in the photography side of the business, or at least that is what a potential customer sees if they aren't all that familiar with your business, it's something to consider.



3 | BUSINESS TYPE

Before I talk about business type, I want to say that you need to consult a tax advisor and attorney to figure out what business type they recommend for you and your business.

I'm not offering business advice here. I just wanted to share what I did when I started the business, and it was just myself. I had a long-term vision, but you never know what will happen or what obstacles you're going to run into.

When I started the company as a sole proprietorship, I operated it as an individual without separating me and the business. So I was liable for everything.

After a year, so it made sense to change the business structure. Accordingly, I restructured the business as an LLC, taxed as a Corporation.

There's a lot of different business types that you can set up here in the United States. However, if you're operating outside the US, make sure to look up your options for the area you serve.

You're best off consulting with a tax advisor and an attorney to figure out what best suits your needs because the type of business you set up will greatly determine your tax liability, as well as your liability in general.

