

Why a "Doing Business As" (DBA) May Be a Good Business Strategy

1

It's the Easiest Way to Register Your Name

2

You Can Operate Multiple Businesses

3

DBAs Keep Your Business Compliant

4

You Don't Want to Operate a Business Under Your Own Name

5

You Want a Creative Company Name

6

Your Bank Asks for a DBA to Open a Business Account

7

You Want to Capture a Different Market Under a New Domain Name

8

To Stake a Claim on Your Business Name



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