(#189) Dear Management:

November 22, 2019

What's in a name? And how important is it to your business model?  (PART 2 of 2)

2 - "I want to be part of your company, but I want to keep my name"...

As... so often when new groups come on, they bring with them DBAs/assumed business names... that they want to continue with.

I can understand from their point of view... the goodwill that may come with that, etc...

What I don't understand is the "great" advantage from the other side.

First, why become a back office to build up a name that isn't your own?  And remember, your net margin is lower when more hand(s) are grabbing at it...

Second, (and more importantly) so often with that line of thinking... their name isn't the only thing they want to keep.

They generally will fight for every process and procedure (they can) to be tweaked to be THEIR WAY, as well.

So not only did you add a new name, it's like you added a new owner/leader to YOUR business as well.

Just, my couple pennies.

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