

Feature	Bain & Lo	ZenBusiness	Tailor Brands	LegalZoom
LLC Filing & EIN	✔ Included with guided setup	✔ Included	✔ Included	✔ Included
Operating Agreement	✔ Custom formatted or attorney drafted	⚠ Basic template	⚠ Basic template	⚠ Extra charge (\$99–\$199)
Registered Agent (Annual)	⚠ Optional \$124/year	⚠ Optional \$199/year	✖ Not included	⚠ Optional \$299/year
Branding & Logo	✔ Personalized design and concept	✖ None	⚠ AI-generated logo	✖ None
Website & Email Setup	✔ Fully built and optimized	⚠ Partnered third-party	✔ DIY builder	⚠ Limited options
Business Credit Guidance	✔ Included in select packages	✖ Not offered	✖ Not offered	✖ Not offered
Ongoing Support	✔ Direct expert access	⚠ Ticket system only	⚠ Automated replies	⚠ Extra hourly fees
Average Package Range	\$450–\$850	\$700–\$1,200	\$800–\$1,500	\$900–\$1,600
Personalization	★★★★★ Full-service and guided	★★ Automated	★★ Semi-custom	★★ Standardized