

The 3-Minute Guide to Your Public Record

EVERY PLACE YOUR NAME APPEARS
IN PUBLIC, AGAINST WHAT
YOUR FILING CABINET SAYS





The Trail

WHERE YOUR COMPANY APPEARS

The trail breakdown: Your company name, address and licence number sit in more places than anyone in the building has ever listed. Each one was correct on the day it was entered:

1

THE STATE

Registration, licence and registered agent. The record of who you legally are, held by people who will not chase you to update it.

2

THE DIRECTORIES

Search listings, review sites, trade directories and the profiles a previous marketing company created. These outlive the relationship that made them.

3

YOUR OWN PAPER

Invoices, truck lettering, the website footer and the estimate template. The version of your name a customer actually holds in their hand.

The Big Fix difference: One page per company: what the record says, what your filing says, and who fixes it. No guessing which one is right — both are shown.

1





The Drift

WHAT A NAME CHANGE ACTUALLY COSTS

Drift breakdown: A name change, an acquisition or a third branch does not update anything by itself. It creates a set of places that now disagree, all at once:

1

NOBODY OWNS IT

There is no role in a home-services company whose job is to make sure the internet still agrees with the filing cabinet.

2

PARTIAL UPDATES

The obvious places get changed the same week. The listing nobody remembers creating is still showing the old licence number two years later.

3

FOUND AT NIGHT

A homeowner checking a licence before letting somebody into their house is the person who finds the mismatch, and they will not call to ask about it.

What it costs: A job that never became a call, and no way to know it happened.





The Gate

THREE COLUMNS, ONE OWNER EACH

Workflow breakdown: The sheet does not edit a single listing. It shows you the disagreements in one place, with a name against each one:

1

IT READS

Public records and the listings that carry your name, against the details you already hold.

2

IT FLAGS

Every place the public version and your version differ, sorted by who is able to fix it.

3

IT STOPS

It reports a difference, never a verdict. A record that disagrees is a thing to check, not proof that anything is wrong.

The outcome: The registry flag gets answered before anyone else reads it.

3





The Gate

THE SEQUENCE, IN FULL

Gate breakdown: Every step is named, and the last one is a person. This is the whole chain, in order — there is no step after the signature and no way to skip to it:

1

IT PULLS FRESH

The state registry, the trade-name filing, the manufacturer's dealer listing, the trade-association directory, the review profile and your own website.

2

EACH LANDS BESIDE YOURS

Every record is set beside the paperwork you actually filed. Each line carries the source it came from and the date it was

3

IT ANSWERS THREE WAYS

Agrees, disagrees, or could not be read. A source it could not open prints UNVERIFIED — it is never counted as clear.

4

IT PRINTS ONE PAGE

One page per company, per quarter, dated. Three bands — FILING, TRADE, PUBLIC — and three columns: what the record says, what your

5

THE OWNER ASSIGNS

The owner decides which filings to correct and who calls the manufacturer's dealer desk. Nothing is filed with any state, and no listing is

The rule: Nothing sends, files or closes itself. The workflow prepares the decision; a named person makes it.

4 and never written to;  stry

person.

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When It Is Wrong

BECAUSE SOMETIMES IT WILL BE

Failure breakdown: Every workflow is wrong sometimes. What matters is whether it tells you, and whether it can act on its own while it is wrong. Ours is built so the answer to the second is no:

1

IF A SOURCE WILL NOT OPEN

That line prints
UNVERIFIED, with the
source and the date still
on it. A record the
workflow could not read
is reported as unread; it
is never counted as clear.

2

IF THE RECORD DISAGREES

It prints both sides, with
the source and the date
behind each. It does not
decide which one is
wrong — the third
column names who fixes
it, not what the truth is.

3

IF YOUR STATE IS NOT FITTED

This one is PART FITTED.
What varies by state is
how much of the registry
is machine-readable
versus a form a person
has to open — the audit
establishes that before
anything is promised,

4

IF YOU WANT IT TO CLEAR YOU

It never prints 'in good
standing' without
naming the source and
the date it was fetched,
and a record it could not
read stays UNVERIFIED. It
tells you which records
disagree with your filing

Why this page exists: We could not find a competitor in this trade publishing a failure path. We would rather print ours than have you discover it.

5

Thanks for reading.

THE WORKFLOW FILM, THE SPEC SHEET AND THIS GUIDE ALL PRINT FROM ONE BRIEF.

PRODUCED BY

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FOR

NEW ENGLAND HOME-SERVICES CONTRACTORS

The audit is free, and it produces this guide again for your shop — your records, your obligations, and the one thing worth fixing first.

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