

THE STRAIGHTFORWARD
GUIDE TO

WF-11

YOUR PUBLIC RECORD

Every place your name appears, against what your filing cabinet says



WHAT YOU'LL LEARN

PP 2-3 Where your company appears

PP 4-5 What a name change actually costs

PP 6-7 What a sheet changes

P 8 How do I start?

BONUS Shop-floor facts



PREPARED FOR
NEW ENGLAND HOME-SERVICES
CONTRACTORS

MORE PLACES THAN ANYONE LISTED

Where your company appears

Your company name, address and licence number sit in more places than anyone in the building has ever written down. Each one was correct on the day it was entered, by somebody acting in good faith, for a reason that made sense at the time.

They fall into three piles. The state holds registration, licence and registered agent — the record of who you legally are, kept by people

who will not chase you to update it. The directories hold search listings, review sites, trade profiles, and the pages a previous marketing company created, which outlive the relationship that made them. And your own paper holds invoices, truck lettering, the website footer and the estimate template.

That third pile is the one customers actually keep. It is also the one nobody thinks of as a record.

THE NUMBERS

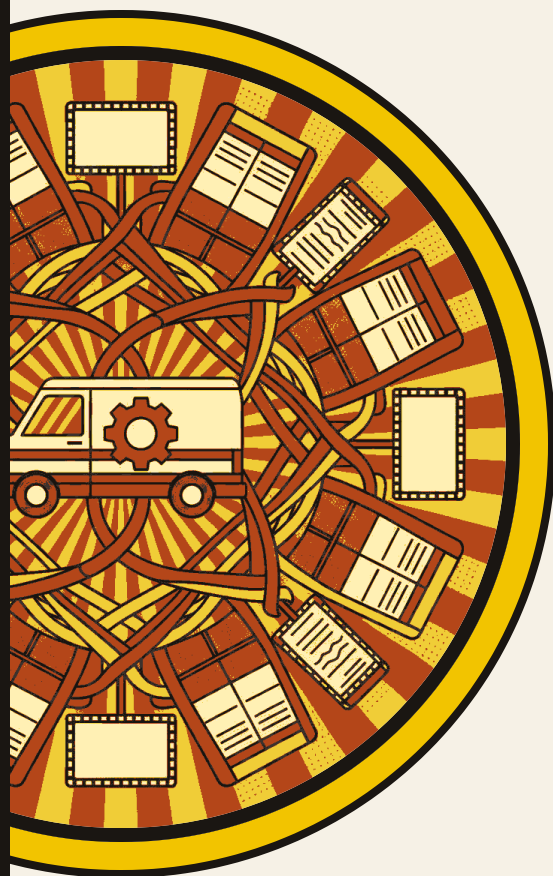
Run the list once for the company, then once for every name you have traded under. The second pass is usually the longer one.

WORTH KNOWING

A disagreement between a listing and a filing is a thing to check, not proof that anything is wrong. Public mirrors go stale and are sometimes simply incorrect.

THE TAKEAWAY

Nobody is careless here. There is no role in a home-services company whose job is making the internet agree with the filing cabinet.



NAMES & NUMBERS

Found ours from 2014.

SHOP-FLOOR FACT: THE PROFILE NOBODY MADE The listing carrying your old licence number is often one nobody in the building remembers creating. It still ranks.

THE CALL THAT NEVER CAME

What a name change actually costs

A name change, an acquisition or a third branch updates nothing by itself. What it does is create a set of places that now disagree, all at once, on the same afternoon.

The obvious ones get changed that week. The rest do not, because nobody is holding the list. Two years later a profile is still showing

a licence number that belongs to a company that no longer exists under that name.

The person who finds it is a homeowner, at night, checking a licence before letting a stranger into their house. They will not call to ask about the discrepancy. They will simply call somebody else, and there is no way to count that.

THE NUMBERS

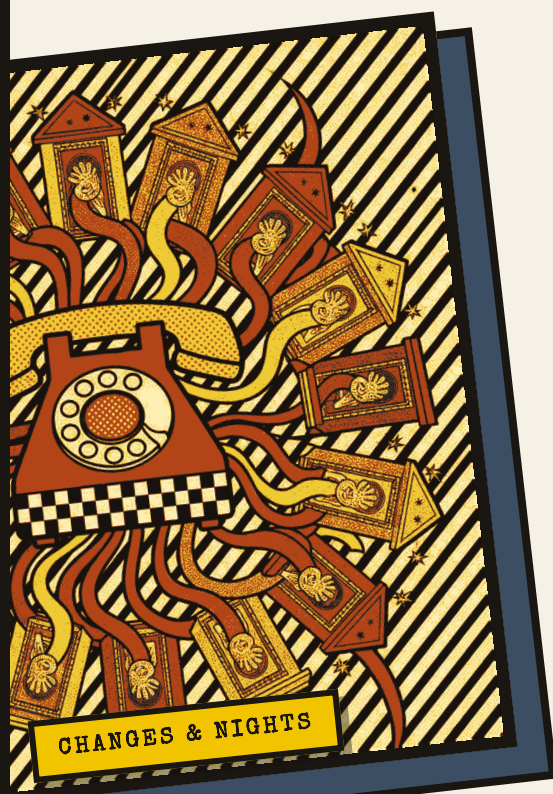
Every place your name appears is a place a licence check can fail. The count is knowable; it has just never been taken.

WORTH KNOWING

Confirm against the issuing source before you change anything or tell anyone. The public copy being wrong and your filing being wrong look identical from the outside.

THE TAKEAWAY

A job that never became a call is the only kind of loss that leaves no trace at all.



That's the one to get right.

SHOP-FLOOR FACT: WHAT THEY HOLD The version of your name a customer keeps is the one on the invoice in their drawer, not the one on the state's page.

“A homeowner checked our licence at ten at night. They did not call to ask.”

ON THE RECORD, OFF THE LOT: The Owner is a character from the Mr. Wilson field film — written from the hvac dive and played by an actor. A composite of what the research found. Not a client, and not a customer testimonial.



The Owner

HOME SERVICES · THREE BRANCHES

How many places is your name?

— More than I could list. That was the first thing the sheet told me.

What happened at the name change?

— The obvious places got done that week. The rest are still out there disagreeing.

Who made the old profiles?

— A marketing company we used years ago. Those pages outlived the relationship.

How do you find out?

— You mostly do not. A job that never became a call does not leave anything behind.



AND FROM THE OTHER SIDE OF THE DESK

“It shows me both versions and who can fix each one. It has never edited a listing, and I do not want it to.”

MRS. WILSON · SHE RUNS THE SHOP · ALSO A CHARACTER

SO HOW DO I ACTUALLY START?

The audit is free and it reads what is already public. Here is what a paper-trail sheet does once it is running:

- 1 Reads both sides** Public records and the listings carrying your name, against the details you already hold.
- 2 Shows the difference** Not a verdict — both versions, side by side, so you can see which one is wrong.
- 3 Names an owner** Every disagreement is sorted by who is actually able to fix it.
- 4 Leaves you the mismatch** The licence check a homeowner runs at ten at night finds a company that exists. It never touches a listing or files with a state — it hands you a page.

One fix at a time. You keep the keys.

MRWILSON.TECH

