

Top 15 Business Name Mistakes to Avoid

Use this cheat sheet to avoid common red-flag business name mistakes that can hurt your chances of getting funded. This list is designed for entrepreneurs who want to increase their approval odds for loans, business credit, merchant accounts, and more.

Avoid These High-Risk Words in Your Business Name

- • Freight / Trucking / Transport
- • Credit Repair / Credit Solutions
- • Real Estate Investing / Wholesaling
- • Guns / Firearms / Ammo / Tactical
- • CBD / Cannabis / Hemp
- • Adult / Escort / Sensual / Entertainment
- • Gambling / Casino / Betting / Lotto
- • Crypto / Bitcoin / NFT / Web3
- • Loans / Lenders / Funding / Credit Cards
- • Collections / Debt / Settlement
- • Forex / Day Trading / Investing
- • Medical / Surgery / Pharmaceutical
- • Pawn / Gold / Jewels / Cash-for-Items
- • Dating / Matchmaking / Companion Services
- • Judgment Recovery / Bankruptcy Help

Use These Safe & Funder-Friendly Alternatives

Choose names that sound professional, neutral, and flexible across industries.

- • Johnson Family Solutions
- • NextPath Consulting Group
- • Bridgeway Business Systems
- • Legacy Strategies LLC
- • UrbanEdge Enterprises
- • Elevate Operations Co.
- • Pinnacle Resource Group
- • NewWave Business Services
- • Prime Lane Group
- • Aspire Business Partners

Pro Tips for Naming Your Business

- • File a DBA if your current name contains red-flag words.
- • Use professional words like 'Solutions,' 'Group,' 'Partners,' or 'Consulting.'
- • Avoid overly specific or regulated industry terms unless you're well-established.

- • Check how your name affects your Merchant Category Code (MCC).
- • Update your business credit profiles with any DBA you create.