

[Free checklist](#) · [Law, accountancy, financial advice and consulting firms](#)

Changing your firm's name

Every registration, document and listing that carries your name, in the order to deal with them: from checking the new name is available to the weeks after launch.

Before you start

This is general guidance, not legal advice. Regulators' requirements change, so confirm the current rules with your regulator, solicitor and insurer before you announce a new name.

Budgeting the rebrand?

The free Rebrand Cost Calculator gives indicative UK fees and lists the costs fees don't include:
inkbotdesign.com/resources/rebrand-cost-calculator/

1 Before you choose the name

- ☐ Ask your solicitor or a trademark attorney to clear the shortlisted names
Searches of the UK and any other markets you work in, before anything is printed
- ☐ Check the name is available at Companies House if the firm is a company or LLP
- ☐ Check your regulator's rules on firm names
Some regulators restrict names that could mislead or be confused with another firm
- ☐ Secure the domain names and social media handles
- ☐ Check the name reads well in every market and language you work in
- ☐ Agree who signs off the final name, and record the decision

2 Regulators and registrations

Allow for notice periods: some regulators need to hear before the change takes effect.

Financial advice and wealth management (FCA)

- ☐ Give the FCA reasonable advance notice of a change to the firm's name or the business names you trade under, with the new name and the date it takes effect
FCA Handbook SUP 15.5: handbook.fca.org.uk/handbook/SUP/15/5.html
- ☐ Update the name on disclosure documents, client agreements and the status disclosure on your website and emails

Accountancy firms (ICAEW and other bodies)

- ☐ Notify ICAEW of changes to your regulated firm; it asks for certain changes within 10 business days
icaew.com: [maintaining your firm record](#)
- ☐ Audit-registered firms: check the new name against ICAEW's guidance on audit firm names
icaew.com: [names of audit registered firms](#)
- ☐ If another body regulates you, such as ACCA, check its rules and notice periods too

Law firms (SRA)

- ☐ Check with the SRA how to update the firm's name and details, and that the new name meets its rules, before the change
sra.org.uk
- ☐ Update the regulatory information shown on your website, letterhead and emails

Every firm

- ☐ Change the registered name at Companies House if the firm is a company or LLP
For a company, usually a resolution and form NM01. The new name must then appear on your website, emails and documents.
- ☐ Update HMRC and any other registrations that carry the firm's name
- ☐ Tell your professional indemnity insurer, and check whether the policy needs reissuing
- ☐ Tell your bank, and update payment details on invoices
- ☐ Update any licences, accreditations and panel memberships

3 Clients, contracts and documents

- ☐ Review engagement letters, terms of business and contracts that name the firm
- ☐ Plan what you will tell clients, when, and who tells the most important ones personally
- ☐ Update invoice, proposal and report templates
- ☐ Update email signatures, out-of-office messages and phone greetings
- ☐ Brief the team, including how to answer "why the new name?"

4 Website, search and listings

- ☐ Move the website to the new domain with permanent (301) redirects from every old address
- ☐ Keep the old domain and email addresses forwarding for at least a year
- ☐ Update Google Business Profile, Bing Places and Apple Business Connect
- ☐ Update directory, ranking and award listings
For law firms, include legal directories; for advisers, the FCA register and adviser directories
- ☐ Update LinkedIn, other social profiles and staff profiles
- ☐ Tell Search Console about the change of address and resubmit the sitemap

5 Physical and printed

- ☐ Signage, including any planning consent it needs
- ☐ Stationery, brochures and replacement stock
- ☐ Vehicles, uniforms, event and exhibition materials

6 After launch

- ☐ Check search results and AI assistants describe the firm by its new name
- ☐ Watch for clients and referrers still using the old name, and update them
- ☐ Review in three months: anything still carrying the old name?

Planning a rebrand with a new name?

Inkbot Design's naming and rebranding work is built for professional services firms. Start with the free Brand Equity Audit™: inkbotdesign.com/services/brand-audits/