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Alternative Name FAQ

1. Can a licensee identify himself/herself using an alternative name on marketing materials such as yard signs, business cards, websites, and social media?

Yes. An alternative first name and legal last name can be used on marketing materials, provided that the alternative name has been properly registered with the Commission.

2. Does a licensee still need to include his or her legal first name on all marketing materials after registering an alternative name?

No. It may be helpful to think about the alternative name as being a name to use instead of the licensee's legal first name – not an additional name. So, a licensee is able to use the alternative name that has been properly registered in place of the legal first name on marketing materials. Once registered, this name can be used an alternative to your legal first name only.

Example: Frederick Smith has registered *Freddy* as his alternative name. He may use *Freddy Smith* on marketing materials and does not need to additionally include *Frederick*.

3. Can a licensee register an alternative last name to use instead of their legal last name?

No. Once registered, an alternative name can only be used as an alternative to the licensee's legal first name. Licensees must still use their legal last names in identifying themselves.

Example: Whether he uses *Frederick* or the registered alternative name *Freddy*, the licensee must continue to use *Smith* as his legal last name in all marketing materials.

4. Do licensees have to use quotation marks around alternative names on marketing materials?

No. They do not.

5. Can a licensee use his alternative name on some documentation and his legal first name on others?

Yes. The alternative name is tied to a licensee's information in the Commission's database, which allows anyone interacting with the licensee to look the licensee up by the legal first name, the registered alternative name, or legal last name. So, if someone enters a licensee's alternative name in the first name field on Licensee Lookup on the Commission's website, it will still pull up the licensee's information.

Example: Frederick Smith has registered *Freddy* as his alternative name. He can use *Freddy Smith* on his email signature but sign paperwork as *Frederick Smith*.