

# New Doing Business As (DBA) Email FAQ

## I want to use a different email than my lpl.com, what can I do?

All Doing Business As names must go through an approval process that involves Compliance and Marketing Regulatory Review. Once approved, the domain itself should match the DBA name that was approved.

Example: A DBA name of **New Financial Advisor Group**, could use a domain of *newfinancialag.com* or *newfinancialadvisorgroup.com*

## How do I register a domain?

LPL does not have a preferred vendor agreement with any domain registrar service. Some common vendors to purchase domains from are GoDaddy and Network Solutions, but there is the option to purchase from other vendors.

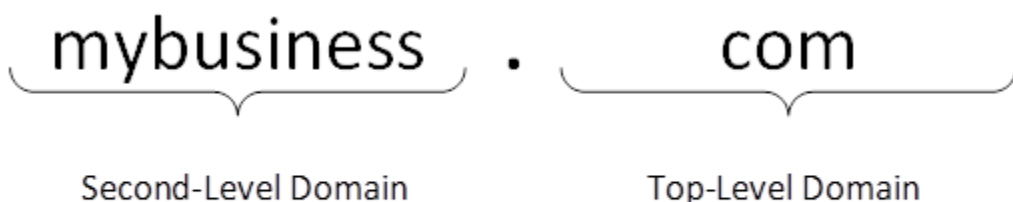
Some things to keep in mind are:

- The domain must be available for purchase.
- The domain must be purchased before requesting to use it for LPL email.
- Registrars will bundle extra services that may not be necessary for your business.
  - Do not purchase email services from the Registrar vendor or local IT. When LPL hosts the email, the addresses and accounts are set up on LPL's systems. Doing so may delay or cause issues with your email functioning properly.

Your local IT should be able to advise based on business needs.

## If we registered the domain "exampledomain.com", would we be able to abbreviate the domain, like "exdomain.com" in our email addresses?

A domain must be a unique combination of the two items:



Registering one name will only allow usage of that specific combination. This may mean registering more than one domain should you want to use a shorter option for email.

## When I register my domain, where do I go to get my email addresses?

LPL will host domain email addresses, but in order to do so a few tasks must be completed. Please refer to the addendum [New DBA Email Addendum](#)

A domain email address will not be compliant or functional until processing is complete.

## How soon can I use my new email address?

Once backend processes are complete for a standard request, the email address will be added to your existing email account and confirmation email sent.

Otherwise, if the address was requested to be a part of a separate account, you will receive login information via email when the request is completed.