



Facility Names

Naming your facility can be very personal and most of our clients put a lot of thought into it. Over the years, we have observed situations that you may benefit from. We offer you the following insights and tips.

When you apply for a license, you will need two main names. One is for the licensee and the other for the facility. The licensee is your sole proprietorship, LLC, corporation, or Partnership.

The licensee and facility names DO NOT have to be the same. For example, the licensee may be ACME Homes, Inc. and the facility name Rose's Heart. In fact, it's best to use two separate names so people know if you're referring to the licensee or the facility.

Adding Inc. or LLC to the facility name makes it seem more like a business and less like a home. Would you rather your loved ones live at Global Business Ventures, Inc., or Loving Care Home?

The residents, families, staff, social workers and other professionals will use the facility name when referring to the home, not the name of the licensee. They may say, "Are you happy with your care at Embracing Arms," but won't say "How do you like living at Residential Ventures, LLC?"

The facility name should be easy to say and to remember, familiar, and one that evokes the feeling of a setting that provides good services in a homey environment.

Be careful of using names that might have a special meaning to you, but that others would not understand or know how to pronounce. As an example, you may like the Greek word Agape, meaning the fatherly love of God for humans, but don't expect everyone to know what it means or how to pronounce it.

Similarly, there is an overuse of the words Chateau, Villa, Palace, and other grandiose names that in no way represent what the house looks like. There is a difference between evoking feelings of comfort and luxury and setting up the potential resident for disappointment when they lay eyes on the "Villa."

Don't let your own beliefs get in the way of a user friendly, marketable facility name.

The bottom line when choosing a facility name is to realize it's just that, a name. No fancy or cute facility name will make up for bad care. Many people choose a facility name that incorporates their own first or last name, the name the street the facility is on, or other simple and easy to understand name.

You may find it helpful to search the database of currently licensed facilities, which you can access using the following link:

[Search all licensed facilities in California.](#)

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