



# Guide to Starting a Business in Nevada

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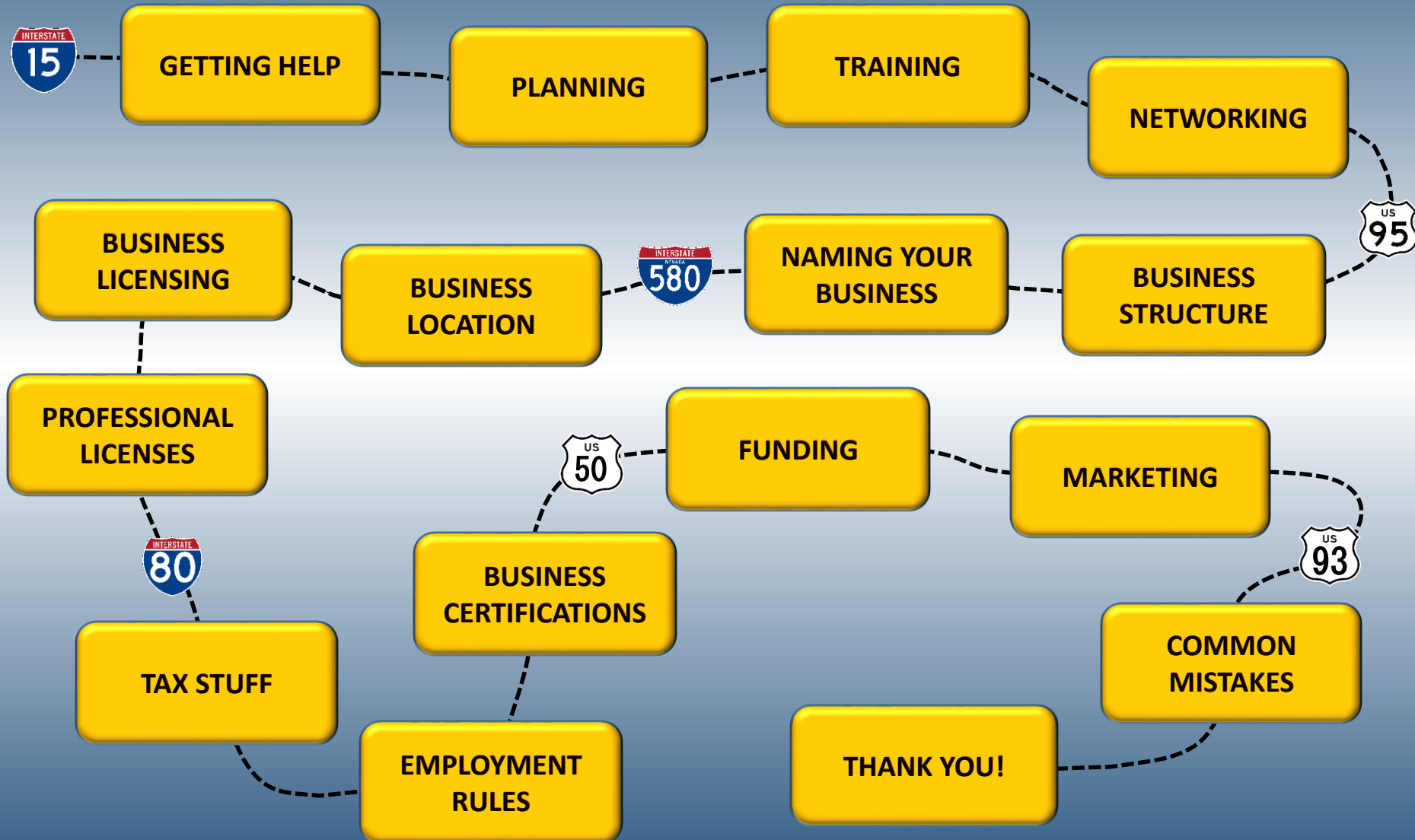
Nevada Department of Business and Industry

**Click anywhere on this page to begin**

# The Road Map – Click a Topic



Nevada Department of  
Business and Industry  
Guide to Starting a Business in Nevada



# GETTING HELP

Starting and running a business is hard work. Having a great idea may not be enough.

To the right are links to groups that can help you with information, counseling and other start-up needs. This help is free.

You don't have to go it alone. If you want or need assistance, click on the links to see what these groups have to offer. Or start with our Learning Center [HERE](#).

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10 STEPS  
TO START



[SCORE Northern Nevada](#)

[SCORE Las Vegas](#)



Nevada  
SBDC  
Services



Women's Business  
Center Services

# PLANNING

A business plan can help you understand all the moving parts of your business before you get too far along. A business plan is also required by many lenders if you want to borrow money.

You can use a 'business model canvas' to think through things before writing your plan. Click on the YouTube videos and Canvanizer for help.

SCORE offers planning templates and assistance. Click on their icon to learn more.

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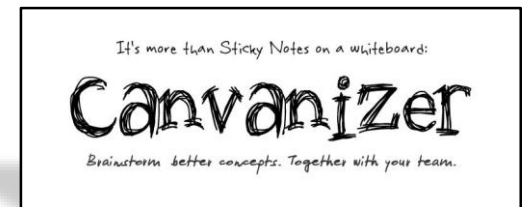


## BUSINESS PLANNING TEMPLATES



A Business Model Canvas in 5 Minutes  
*Gabrielle Benefield*

Business Model Canvas Explained  
*Strategyzer*



# TRAINING

Many groups offer training, workshops and webinars to help you become better prepared to start or run your business.

The links to the right are a few of the many resources available. Use the Business Resource Center of the Nevada Department of Business and Industry to identify others – or contact your local chamber of commerce, college or university, library, etc.

Remember – success depends on you!

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[SCORE Northern Nevada](#)

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[Online Learning Center](#)



[DreamBuilder](#)



[Statewide Training Calendar](#)



NV Department of Business and Industry

Welcome to the  
Business Resource Center



# NETWORKING

Building and maintaining relationships is critical to the long-term success of any business.

In Nevada, many groups are available to provide advice, assistance, mentoring or other forms of opportunity to expand your contacts and turn those contacts into productive relationships.

Click on an icon to learn more about these opportunities and how to make them work.

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[CALENDAR OF NETWORKING EVENTS IN NEVADA](#)

[NETWORK OPPORTUNITIES IN NEVADA](#)

[TOP 10 WAYS TO MAXIMIZE YOUR NETWORKING  
APPROACHABILITY](#)

[HOW TO NETWORK LIKE YOU REALLY MEAN IT](#)

[HOW TO MAKE CONTACTS – THE RIGHT WAY](#)

[TEN WAYS TO MAKE CUSTOMERS FALL IN LOVE  
WITH YOUR BUSINESS](#)

[BUSINESS RELATIONSHIPS ARE MORE  
THAN A ROLODEX](#)

# Business Relationships – More Than A Rolodex

## Your Fellow Business People Might Be Able To:

- Share their business advice and experience.
- Provide leads to people, information or resources.
- Help with money or financing for your business.
- Refer customers to your business.
- Direct you to job opportunities for your business.
- Help you find business partners, coworkers or employees.
- Create more contacts for you through people they know.

## Develop Good Relationships By:

- Networking! Get out to events and meet with people.
- Staying in touch. Follow up on what contacts are doing.
- Building trust. Never take advantage of someone.
- Showing a genuine interest in people. Learn what's important to them. Listen to them. Ask questions.
- Being the first to act or do a favor. A giving attitude is rewarded with relationships more than a taking attitude. Give more than asked.
- Focusing on quality of relationships, not quantity. Be open to all, but invest in the relationships that are mutually beneficial.

## Don't Make These Mistakes:

- Being impersonal (all business, all the time).
- Not showing appreciation.
- Forgetting to update people who have helped you on how things are going.
- Being inconsistent in how you treat people.
- Acting unprofessionally when things don't go as expected.
- Not admitting your mistakes.
- Not being careful in what you say or how you say it.
- Surrounding yourself with untrustworthy people.
- Keeping too many secrets. People trust transparency.

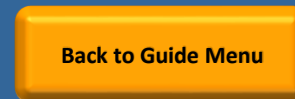
*Adapted from "Business Relationship Building Skills – Benefits & Tips for Success," by Kalen Smith, MoneyCrashers.Com.*

[Link to Full Article](#)

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# A Few of the Many Networking Groups in Nevada





# BUSINESS STRUCTURE

The business structure you choose will have legal and tax implications. Do your research, seek the advice of an accountant or attorney, and pick the structure that will work best for you and your business. When ready, register your business with the state using SilverFlume.

The links to the right provide more information and help on this important topic.

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# NAMING YOUR BUSINESS

When selecting a name for your business, first use the “Nevada Business Search” feature on SilverFlume to search existing business names in Nevada. You want to ensure your preferred business name is not already being used in the state. If it is, you will need to choose another name.

If you don’t want to use your given name for your business (Jane Smith, for example), you will also have to file a Fictitious Name Form (also known as a “Doing Business As” or “DBA” form) with the State of Nevada and with every county in which you plan to do business.

For information on the state filing, go to SilverFlume.

For information on county filings, use the map on the Business Licensing Page in this Guide to connect with the filing contacts for each Nevada county.

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[Business Licensing Page](#)



# BUSINESS LOCATION

Where you open shop can play a critical role in the success or failure of your business operation.

For tips on handling this aspect of your business, click on the links to the right.

Also, BEFORE locating your business anywhere in Nevada, you first need to verify the zoning requirements of the jurisdiction in which you want to put it.

Use the map on the Licensing Page of this Guide to connect with the jurisdiction(s) you are considering.

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[TIPS FOR  
CHOOSING YOUR  
BUSINESS LOCATION](#)



[HOW TO FIND  
THE BEST LOCATION](#)



[10 LOCATION  
THINGS  
TO CONSIDER](#)



[HOW TO FIND A LOCATION FOR YOUR BUSINESS:  
12 KEY CONSIDERATIONS](#)



[EIGHT LITTLE KNOWN FACTORS TO CONSIDER WHEN  
FINDING THE RIGHT LOCATION FOR YOUR BUSINESS](#)

# Professional Licenses

Some professions require additional licensing approvals from an independent board.

Some professions and businesses are regulated by state agencies.

Other businesses or occupations rely on local officials or civil action for enforcement.

To learn whether a profession or business activity might require additional licensures or regulatory compliance, use the buttons below to search for a profession.

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# Click on a Profession for Licensing Information

- [Accountants](#)
- [Alcohol Counselors](#)
- [Appraisal Management Companies](#)
- [Architects](#)
- [Athletics – Boxer, Kick Boxer, MMA](#)
- [Athletics – Officials & Other Roles](#)
- [Athletics – Promoters](#)
- [Athletic Trainers](#)
- [Audiologists](#)
- [Autism Behavior Interventionists](#)
- [Barbers & Barbering](#)
- [Behavior Analysts & Asst. Behavior Analysts](#)
- [Cemetery & Crematory Operators](#)
- [Chiropractic](#)
- [Clinical Professional Counselors](#)
- [Collection Agencies & Debt Collectors](#)
- [Contractors](#)
- [Cosmetology](#)
- [Court Reporters](#)
- [Dealers in Junk & Secondhand Materials](#)
- [Dentistry & Dental Hygiene](#)
- [Detoxification Technicians](#)
- [Dietetics](#)
- [Dispensing Opticians](#)
- [Dog Handlers \(for Security/Protection\)](#)
- [Drug Counselors](#)
- [Embalmers](#)
- [Energy Auditors](#)
- [Engineers](#)
- [Environmental Health Specialists](#)
- [Escrow Agencies & Agents](#)
- [Family Therapists](#)
- [Financial Planners](#)
- [Funeral Directors](#)

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# Click on a Profession for Licensing Information

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- [Hearing Aid Dispensers](#)
- [Homeopathic Medicine](#)
- [Insurance – Agents & Businesses](#)
- [Interior Designers](#)
- [Interpretors](#)
- [Investment Advisors & IA Representatives](#)
- [Landscape Architects](#)
- [Land Surveyors](#)
- [Long-Term Care Facility Administrators](#)
- [Manufactured Housing \(Dealers, Manufacturers, Sales and Service Persons\)](#)
- [Marriage Therapists](#)
- [Massage Therapists](#)
- [Medical Assistants](#)
- [Medical Laboratories](#)
- [Money Transmitters](#)
- [Mortgage Agents, Bankers & Brokers](#)
- [Music Therapists](#)
- [Notary](#)
- [Nursing](#)
- [Occupational Therapists](#)
- [Optometry](#)
- [Oriental Medicine](#)
- [Osteopathic Medicine](#)
- [Perfusionists](#)
- [Pharmacists & Pharmacy](#)
- [Physical Therapists](#)
- [Physicians & Physician Assistants](#)
- [Podiatry](#)
- [Polygraphic Examiners](#)
- [Private Investigators](#)
- [Private Patrol Officers](#)
- [Process Servers](#)
- [Psychologists](#)

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# Click on a Profession for Licensing Information

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- [Real Estate Brokers & Salespersons](#)
- [Real Time Captioning Providers](#)
- [Repossessors](#)
- [Residential Designers](#)
- [Respiratory Care Practitioners](#)
- [Securities Broker-Dealers](#)
- [Securities Sales Representatives](#)
- [Social Workers](#)
- [Speech-Language Pathologists](#)
- [Sports Agents](#)
- [Structure Inspectors](#)
- [Taxicab Drivers](#)
- [Transfer Agents \(Securities\)](#)
- [Veterinarians](#)

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# BUSINESS LICENSING

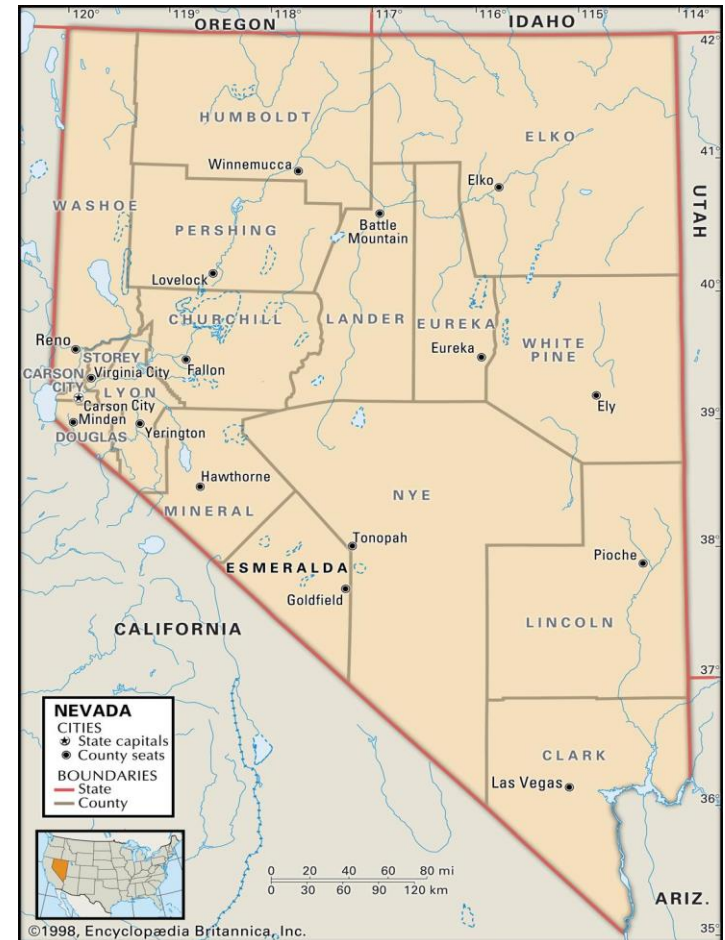
You **MUST** license your business with the state. To do that, click the SilverFlume button below.

You **MAY** need to license your business with the city and/or county where the business is based and in every city and/or county where it will operate.

Click a county on the map to learn about local license requirements in that area.

Are you based outside Nevada? Then click [HERE](#).

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Map courtesy of Encyclopædia Britannica, Inc., copyright 1998; used with permission.



# CARSON CITY

If you plan to locate or operate a business in Carson City, you must license it with the city. Click on the city logo for more information.

To register a Fictitious Firm Name in Carson City, obtain and file the relevant forms [HERE](#) .

To explore other business resources, contact the Carson City Chamber of Commerce or Northern Nevada Development Authority. Click on their logos to learn more.



**CARSON CITY**  
CHAMBER OF COMMERCE



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# CLARK COUNTY

Each city in Clark County – and Clark County itself – has different licensing requirements for businesses. These are in addition to the requirements of the State of Nevada.

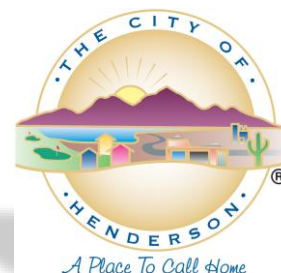
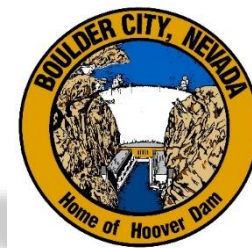
Click on the Jurisdictional Finder Tool if you need to know what entity applies to your business location.

Click on the city and county logos to learn more about their respective requirements.

Fictitious Name Forms must be submitted to the Clark County Clerk. Click [HERE](#) to learn more.

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[SOUTHERN NEVADA REGIONAL BUSINESS LICENSE  
JURISDICTIONAL FINDER TOOL](#)

# CHURCHILL COUNTY

A county business license is required in addition to your State of Nevada license. A separate city license is also required in the City of Fallon.

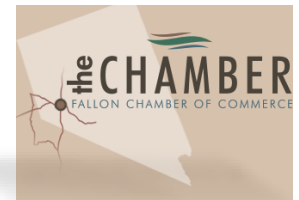
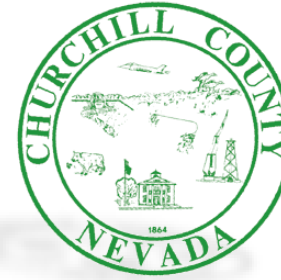
Click on the county or city logos to learn more.

For Fictitious Name Form filings, click [HERE](#).

For other help, click on the Fallon Chamber, Churchill Economic Development Authority or Northern Nevada Development Authority logos.

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**NDA**

Northern Nevada  
Development Authority

# DOUGLAS COUNTY

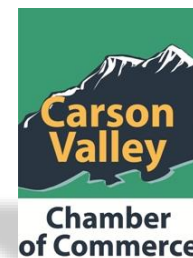
A local or county business license is not required in addition to the state license. For Fictitious Firm Name filings, click [HERE](#) .

For food establishment health permits, contact the Carson City-Douglas County Public Health Regional Partnership. Click [HERE](#) .

For other business resources, contact the Northern Nevada Development Authority or Carson Valley Chamber of Commerce.

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# ELKO COUNTY

A county business license is not required.

The City of Elko and communities of Carlin, Wells and West Wendover do require their own business licenses.

Fictitious Name Certificates must be filed with the county clerk. Click [HERE](#) to learn more.

For other resources, click on the Northeastern Nevada Regional Development Authority logo.



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# ESMERALDA COUNTY

A county business license is not required, nor are licenses required by any of the towns (Dyer/Fish Lake Valley, Goldfield, Silver Peak). To learn more about the county, click on the county logo.

For Fictitious Name Form information, click on the county logo and type “fictitious name” into the search function on the county webpage.

To explore resources in Goldfield, click on the link to the Goldfield Chamber of Commerce.



Goldfield  
CHAMBER OF COMMERCE

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# EUREKA COUNTY

A county business license is not required, nor are licenses required by the communities of Eureka, Crescent Valley and Beowawe.

For Fictitious Name Form filings, click [HERE](#) .



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# HUMBOLDT COUNTY

A county business license is required for anyone doing business in the county, unless the business is conducted only within the city limits of Winnemucca, in which case only a city license is needed. Click on the logos to learn more.

Fictitious Firm Name filings must be done through the county clerk. Click [HERE](#) .

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HUMBOLDT COUNTY  
GOVERNMENT





# LANDER COUNTY

A county business license is required in addition to a State of Nevada business license.

Click on the county seal for more information on business licenses and Fictitious Name filings.

To explore other business resources, click on the Battle Mountain Chamber of Commerce or Lander County Economic Development Authority logos.

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# LINCOLN COUNTY

A county business license is required. Click on the Lincoln County logo for information on the county license and Fictitious Name filings.

A separate city license is also required in the City of Caliente. Click on the Caliente icon to learn more.

For more information on Lincoln County, click on the Pahranaagat Man icon (Lincoln County Regional Development Authority).

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[CALIENTE](#)



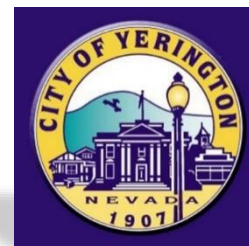
**LincolnCountyNevada.com**  
get primitive

# LYON COUNTY

A county business license is required. Click on the Lyon County logo to get information on licensing, fees and Fictitious Name Forms.

Separate city licenses are required in Yerington and Fernley. Click on the city logos to learn about requirements in those jurisdictions.

Yerington and Fernley have chambers of commerce. Click on the logos to learn more.



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**NDA**

Northern Nevada  
Development Authority

# MINERAL COUNTY

For business licenses, Fictitious Name Forms and other information on doing business in Mineral County, contact the County Clerk-Treasurer directly. Click on the county logo at right for the phone number and address.

To explore other resources available in the county, contact the Mineral County Economic Development Authority or local chamber of commerce. Click on those icons to learn more.

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Mineral County / Hawthorne  
CHAMBER OF COMMERCE



# NYE COUNTY

The county does not require its own business license.

The towns of Pahrump and Tonopah do.

For information on filing a Fictitious Name Form, click [HERE](#) .

For licensing requirements in Beatty, Gabbs and Round Mountain, contact Nye County directly. Click on the county seal for phone and address.

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**PAHRUMP**  
true **NEVADA**

**TONOPAH**

# PERSHING COUNTY

For county licensing, contact the Pershing County Sheriff's Office at (775) 273-2641.

For licensing in the City of Lovelock, click on the link to the right for a business license packet.

For a Fictitious Firm Name filing, click [HERE](#).

For business resources, contact the Pershing County Economic Development Authority or the Pershing County Chamber of Commerce.

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[City of Lovelock  
Business License Packet](#)

[Pershing County  
Economic Development Authority](#)



# STOREY COUNTY

A county business license is required in addition to your state license. Click on the county logo to learn more.

To file a Fictitious Firm Name, click [HERE](#) .

For more business information, click on the link to Storey County Economic Development.



Storey County  
Economic Development



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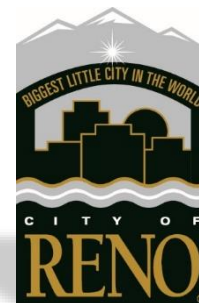
# WASHOE COUNTY

Each city in Washoe County – and Washoe County itself – has different licensing requirements for businesses. These are in addition to the requirements of the State of Nevada.

Click on the city or county logo to learn more about that entity's requirements.

DBA forms (another name for Fictitious Name Forms) must be filed with the Washoe County Clerk. To learn more about the county's DBA process, click [HERE](#).

To explore other business resources, click on the Economic Development Authority of Western Nevada (EDAWN).



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# WHITE PINE COUNTY

A county business license is not required.

A separate license is required for the City of Ely. To learn more, click on the city logo at right.

To file a Fictitious Firm Form with the county, click

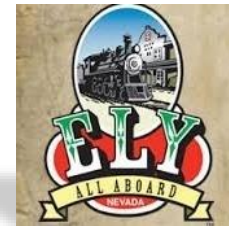
[HERE](#) .

For economic development assistance, click on the Nevada Rural Development Corporation or Northeastern Nevada Regional Development Authority logos.

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WHITE PINE COUNTY  
WEBSITE



# NOT BASED HERE?

If your business is already licensed and based in another state, you must still license your out-of-state business with the State of Nevada if you want to operate in Nevada.

Use the SilverFlume link to get your state business license.

You may also need to license your business in every Nevada city and/or county where it will operate. The requirements for every city and county are listed in this guide.

Click on “Back to the Licensing Page” below and use the map to learn what city and/or county licenses are required in different parts of Nevada.

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# TAX STUFF

Not planning to operate your business under your own Social Security Number? You will need an Employer Identification Number issued by the U.S. Internal Revenue Service (IRS).

Click the IRS logo on the right to learn more.

You must also register your business with the Nevada Department of Taxation. To get started on that, first review the Department's Taxpayer Information Packet. Click [HERE](#).

For other tax help, click on the Nevada Taxation logo.



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# EMPLOYMENT RULES

Do you plan to hire employees? If so, you need to know about federal and state employment rules on wages, payment of overtime, workers compensation, health insurance, etc.

To learn about Nevada labor laws, click on the Nevada Office of the Labor Commissioner links. For information on workers compensation and occupational safety, click the links for the Nevada Division of Industrial Relations.

For federal rules and standards, click on the U.S. Department of Labor links. To understand the difference between an employee and an independent contractor, click on the IRS link. For Nevada workplace poster requirements, click on the Nevada Department of Business and Industry link.

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[FAQs About Nevada Labor Laws](#)

[Employer Information](#)



State of Nevada  
Division of Industrial Relations

[Workers Compensation](#)

[Occupational Safety & Health](#)

[Safety Consulting & Training Section](#)



[Work Hours](#)

[Workplace Safety & Health](#)

[Workplace Posters](#)



[Employee or Independent Contractor?](#)



# CERTIFICATIONS

Certifications can assist a business in developing new contract opportunities. Several certifications exist today:

- Disadvantaged Business Enterprise (DBE)
- Small Business Enterprise (SBE)
- Minority Business Enterprise (MBE)
- Woman-Owned Small Business (WOSB)
- Economically Disadvantaged Woman-Owned Small Business (EDWOSB)
- Veteran-Owned Small Business (VOSB)
- Service-Disabled Veteran-Owned Small Business (SDVOSB)
- Historically Underutilized Business Zones (HUBZone)
- Emerging Small Business (ESB)

To learn more – and to receive help in getting certified - click on one of the entities listed to the right.

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Nevada Governor's Office of  
**ECONOMIC DEVELOPMENT**

*Empowering Success*

**Procurement  
Technical  
Assistance  
Center**



# FUNDING

Funding - also known as “capital” - is essential to starting, operating and growing a business.

The links at right provide resources and tools for business owners looking for funding. For example, the Access to Capital Directory of the Nevada Department of Business and Industry offers a comprehensive list of contacts for grants, incentives, traditional financing, non-traditional financing, and other money sources. Click on an icon to learn more.

Lastly, we provide a link to several articles with helpful hints about borrowing, loans, and managing cash flow.

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Nevada Department of  
Business and Industry  
**Access to Capital Directory**



U.S. Small Business Administration

Nevada  
Lender List

Applying  
for an SBA Loan

SBA LINC Tool –  
Connecting Borrowers  
and Lenders

NEVADA BUSINESS  
OPPORTUNITY FUND



**ACCION**



Helpful Hints about  
Money and Small Business

# HELPFUL HINTS ON \$\$

There are many challenges associated with financing a business.

The articles to the right provide helpful advice on what to look for, what to avoid, and what to do when you need money for your business.

Also, check out the Networking and Helpful Hands pages of this Guide to find advice and assistance in developing your Nevada business.

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[Getting Help Page](#)

A GUIDE TO CHOOSING THE RIGHT SMALL BUSINESS LOAN  
– *Business News Daily*

AN INTRODUCTION TO SMALL BUSINESS FINANCING  
– *Bond Street Marketplace*

FIVE WORST CASH FLOW MISTAKES MADE BY  
SMALL BUSINESSES – *Entrepreneur Magazine*

SEVEN DEADLY CASH FLOW MISTAKES - *LinkedIn*

AVOID THESE FIVE COMMON SMALL-BUSINESS FINANCING  
MISTAKES – *Entrepreneur Magazine*

FIVE BIGGEST SMALL BUSINESS LOAN MISTAKES  
– *National Federation of Independent Business*

THE FIVE C's OF SMALL BUSINESS LENDING – *Forbes*

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# MARKETING

A business, product or service seldom sells itself.

Think about what you are selling. Think about who will need it or want it. Why will they need it or want it? Why should they buy it from you?

Think about how and where you tell that story. How do you reach your customer?

Put together an outline of your thoughts. This is the start of your marketing plan.

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## FOCUS ON:

- ✓ YOUR BUSINESS GOAL
- ✓ YOUR CUSTOMER AND AUDIENCE
- ✓ YOUR MARKETING BUDGET
- ✓ YOUR UNIQUE SELLING PROPOSITION
- ✓ YOUR MARKETING TOOLS AND TACTICS
- ✓ HOW YOU WILL MEASURE OUTCOMES

## BUT REMEMBER:

THE PLAN IS ONLY A GUIDE

FREE PUBLICITY IS AS GOOD  
AS PAID PUBLICITY

CHANGE THINGS THAT DON'T WORK

THE CUSTOMER EXPERIENCE IS  
EVERYTHING

[THE BASICS OF A MARKETING PLAN](#)



# THE BASICS OF A MARKETING PLAN

## Your Plan Should Identify Six Things:

- Your Mission or Vision Statement
- Your Company Objective
- Your Market Environment – Research and Analysis
- Your Target Customers – Research and Analysis
- Your Competition and How They Match Up to You – Research and Analysis
- Your Action Plan

## The “Action Plan” is About Media Mix:

- What media tools are best for reaching your target customers
- Advertising, public relations, sales strategies – all of these tools (and more) need to be considered, studied and figured out.
- Research and analysis are critical to putting the pieces together in a way that will work for your business objective, market environment and target customers.
- Your own insight into customers, environment, and competition is important too. Ask intelligent questions, be open to facts that may be different than you expected, and adjust accordingly.

## Marketing Tips:

- Have a clear intention – know what you want to be, do, or have.
- Take consistent action – do the things necessary to achieve the desired outcome.
- Transform your passion into a market position.
- Market position evolves from your understanding the defining characteristics of your product or service. The primary elements of positioning are Pricing, Quality, Customer Service, Distribution and Packaging.
- You must define your product or service – or a competitor will do it for you.
- Identify your greatest strength and use it to position your product or service.

*Adapted from a document available through the Las Vegas office of the Nevada Small Business Development Corporation (NSBDC), courtesy of Andrew Allison, Economic Development Advisor.*

[Contact NSBDC](#)

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# COMMON MISTAKES

You'll make mistakes along the way. We all do.

But knowing about common pitfalls BEFORE you start your business might help you avoid them.

Read the articles to the right and do things the easy way. The hard way isn't fun.

Click on a title to learn more.

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## Nevada Department of Business and Industry

“Growing business in Nevada”

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**Thank you for using our Guide!**

**Whatever your goal, this Guide is only a starting point  
for the many resources available to help you with your business.**

**Check out our Business Resource Directory (with Learning Center, Access to Capital Directory,  
Calendar of Events and other business related information) on our website:**

**[www.business.nv.gov](http://www.business.nv.gov)**

**...and best of luck in your business adventure!**

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