

TRADE ASSOCIATIONS

Differentiate Your Association & Increase Member Retention



A Standout Benefit That Keeps Members Engaged

In a competitive market, associations need to offer more than just networking and industry updates. Business Name Protection is a unique, practical and high-value service that helps your members build, safeguard and grow their brand identity - an essential yet often overlooked aspect of business continuity.

By partnering with National Business Register, you provide real, tangible value that strengthens member loyalty, enhances your reputation, and sets you apart from competitors.



Zero Admin, Fully Managed For You

New benefits shouldn't mean more work for your team. Our Business Name Protection service is fully managed by National Business Register - handling everything from member sign-ups to ongoing support.

With our UK-based customer service team, your members get expert guidance without adding to your administrative load. Offering you a seamless solution that delivers exceptional value with zero hassle.

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Protect Your Members & Strengthen Your Reputation



Help Your Members Avoid Costly Name Disputes

Your members trust you to provide guidance that protects their business. Yet, many business owners are unaware of the risks of name copying and legal disputes. A forced rebrand or legal battle can cost thousands - money that most small businesses simply don't have.

By offering Business Name Protection, you empower your members with expert legal support up to the value of £10,000, and peace of mind that their case is in the hands of experienced professionals - all while reinforcing your association's commitment to their success.



A Smart Partnership That Generates Revenue

Partnerships should work both ways. By offering Business Name Protection as part of your membership package, you have the option to generate additional revenue - whether through a revenue-sharing model or a volume-based pricing agreement. Tailored billing to suit your membership, either monthly or annually.

Alternatively, you have the option to pass on the exclusive discounted rate of Business Name Protection to your members. A win-win for everyone.



Build Trust, Loyalty & Peace Of Mind

Trust is the foundation of any successful trade association. When members know their business names are protected, they feel more secure, strengthening their confidence in your organisation. Business Name Protection adds an extra layer of security, giving your members real peace of mind while reinforcing your association's role as a trusted partner in their success.

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Turn Member Protection Into A Growth Opportunity



For Trade Associations & Membership Bodies

- **Stand Out & Add Value:** Offer a unique, practical benefit that strengthens member retention.
- **Zero Admin, Fully Managed:** We handle everything - no extra workload for your team.
- **Protect Your Members:** Help businesses avoid costly name disputes and forced rebrands.
- **£10,000 Legal Cover:** Expert support to safeguard members' brand identities.
- **Revenue-Generating Partnership:** Optional additional income stream for your association.
- **Flexible Integration:** Tailored pricing and billing options to suit your membership model.
- **Strengthen Trust & Loyalty:** Provide peace of mind and reinforce your association's value.



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A Smart Partnership That Generates Revenue



For Membership Bodies Features & Benefits

Features:

- **Unique Member Benefit:** Offers Business Name Protection as an exclusive service to your members, adding significant value to their membership.
- **Fully Managed Service:** National Business Register handles all aspects of the service, from member sign-ups to ongoing support, requiring no additional administrative effort from your organization.
- **Revenue Sharing Opportunities:** Potential for additional income through revenue-sharing models or volume-based pricing agreements tailored to your association.
- **Expert Legal Support:** Provides your members with access to up to £10,000 in legal assistance for business name protection issues.

Benefits:

- **Enhanced Member Retention:** By offering a valuable and practical service, you increase member satisfaction and loyalty, making your association indispensable.
- **Differentiation:** Sets your association apart from competitors by providing unique, high-value benefits that address common business challenges.
- **Strengthened Reputation:** Demonstrates your commitment to supporting members' business success and protecting their interests.
- **Additional Revenue Stream:** Generates extra income for your association, supporting further initiatives and member services.

