New Jersey Department of the Treasury Division of Purchase and Property

Quick Reference Guide:

Establishing a DBA

Seller Administrators

Revised as of: 11/07/22

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1.0   Purpose

NOTE: You must be registered in NJSTART in order to perform the actions described in this guide.

- This Quick Reference Guide (QRG) provides step-by-step instructions on how to add another company to NJSTART that uses your tax ID, known as a "doing business as (DBA)."
- Adding a DBA is only necessary if the intent is for the DBA to operate separately from the company you originally registered in NJSTART.
- Establishing a DBA will permit the following:
  - Maintaining separate NJSTART Vendor Profiles for your company and your DBA(s);
  - Granting separate Vendor Profile access by establishing separate user IDs, as desired.

NOTE: You will not gain access to the DBA organization's profile by adding them as an additional organization. The DBA maintains a separate Vendor Profile and separate Vendor number. The separate vendor records are linked by the same Vendor legal name and same tax ID.

- Quick Reference Guides for managing your NJSTART vendor portal profile, and many other topics, can be found at the New Jersey Division of Purchase and Property Vendor Support Page at http://www.nj.gov/treasury/purchase/njstart/vendor.shtml
- If you have questions regarding the material presented in this guide, you may contact a New Jersey State Vendor Administrator at (609) 341-3500 or email njstart@treas.nj.gov.
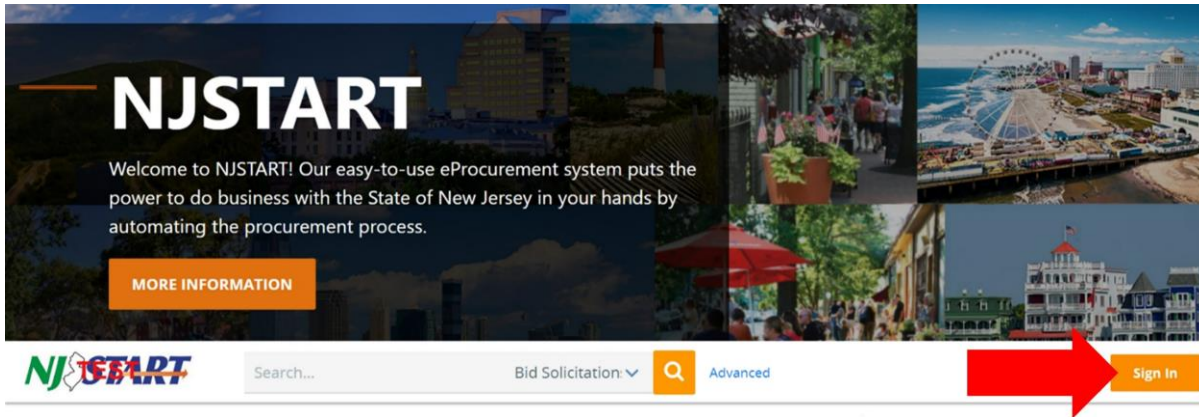
2.0 Instructions

2.1. Navigate to NJ START and Login

- Navigate to www.njstart.gov. Log in using the ID and password you created during registration, or which was provided to you by your company's Seller Administrator.

NOTE: For security purposes, the first time you log into NJSTART you will be prompted to reset your password. Afterwards, you will be taken to your home screen.

- *Figure 2.1.1.* is the login page when you navigate to www.njstart.gov.
- Click on "Sign In" found on the upper right corner and enter your Login ID and Password.

Figure 2.1.1.

- If you have forgotten your password, you may click on the Login Assistance link at the bottom of the Welcome to NJSTART screen and follow the instructions as shown in *Figure 2.1.2.*

Figure 2.1.2.

2.2. Verify that you have the Seller Administrator Role

- You should see the screen shown in *Figure 2.2.1*.

Figure 2.2.1
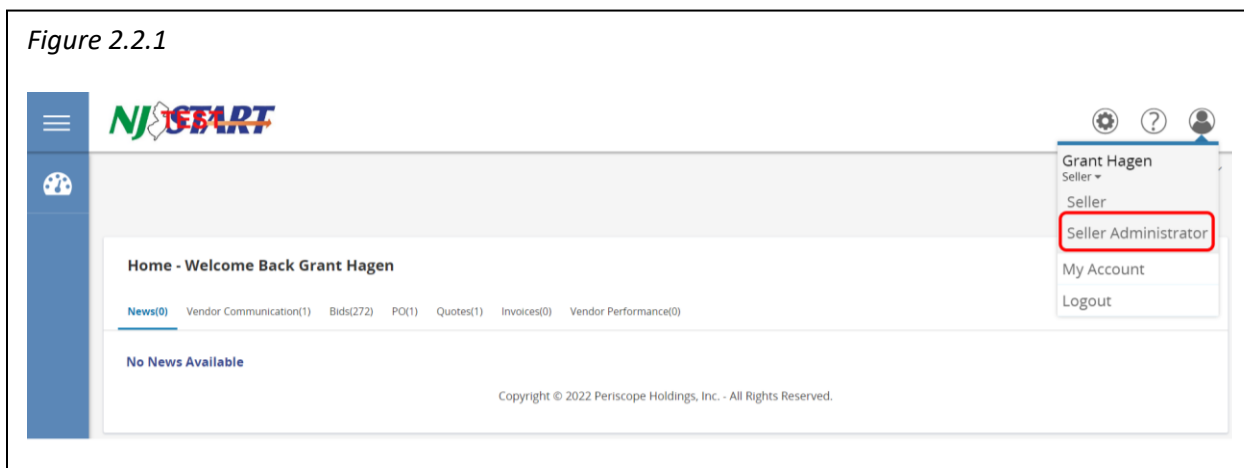
- If you do not see the screen above, confirm that you are in your Seller Administrator role found in the top right hand corner of your screen as shown in *Figure 2.2.1*.
- If you do not have Seller Administrator privileges, you must request those rights from your organization's Seller Administrator.
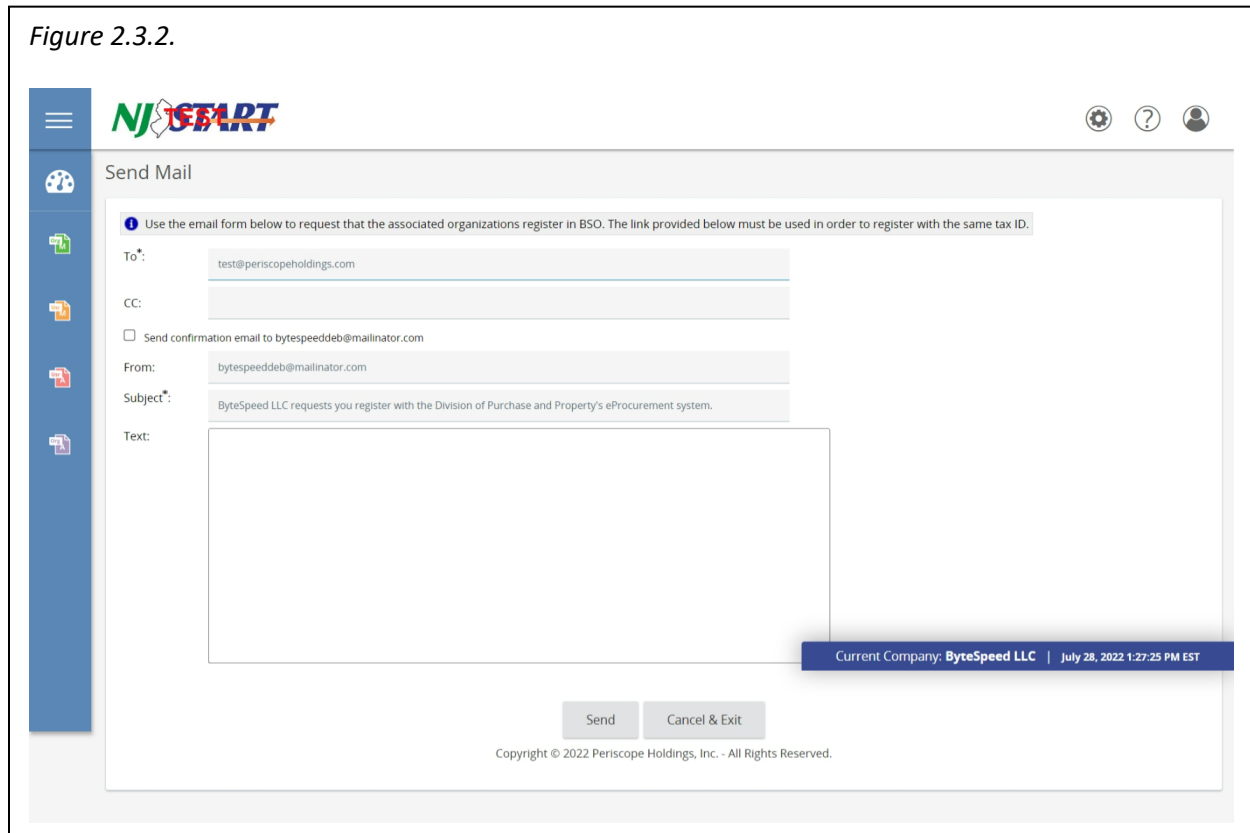
2.3. Click Add Associated Organization

- Once signed in as a Seller Administrator, you will see the screen as shown in *Figure 2.3.1*.

Figure 2.3.1.
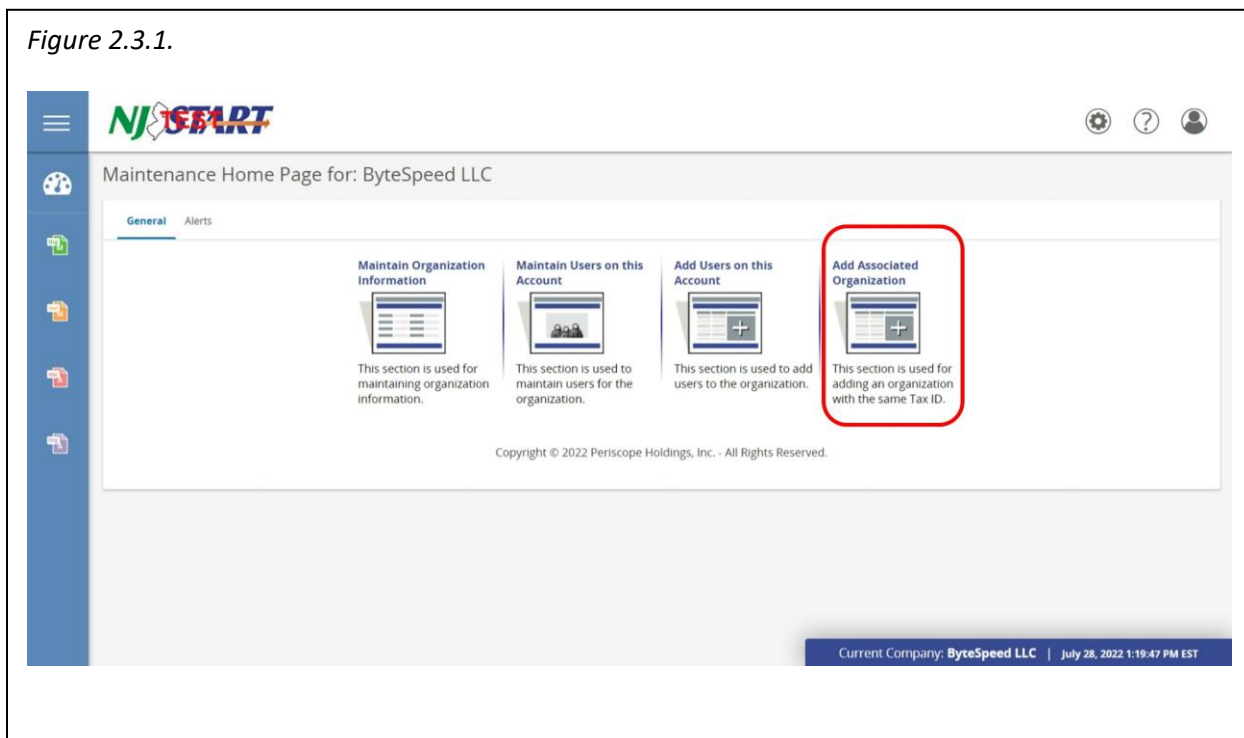
- After you click Add Associated Organization, you will see the screen shown in *Figure 2.3.2.*
- You must supply the email address of the organization you wish to add as a "Doing Business As" organization as the "To:" address.
- Do not change the "Subject:" line content.

Figure 2.3.2.

- Fill in the text box with the information you wish to provide and hit "Send."

- A confirmation will appear on your screen as shown in *Figure 2.3.3.*
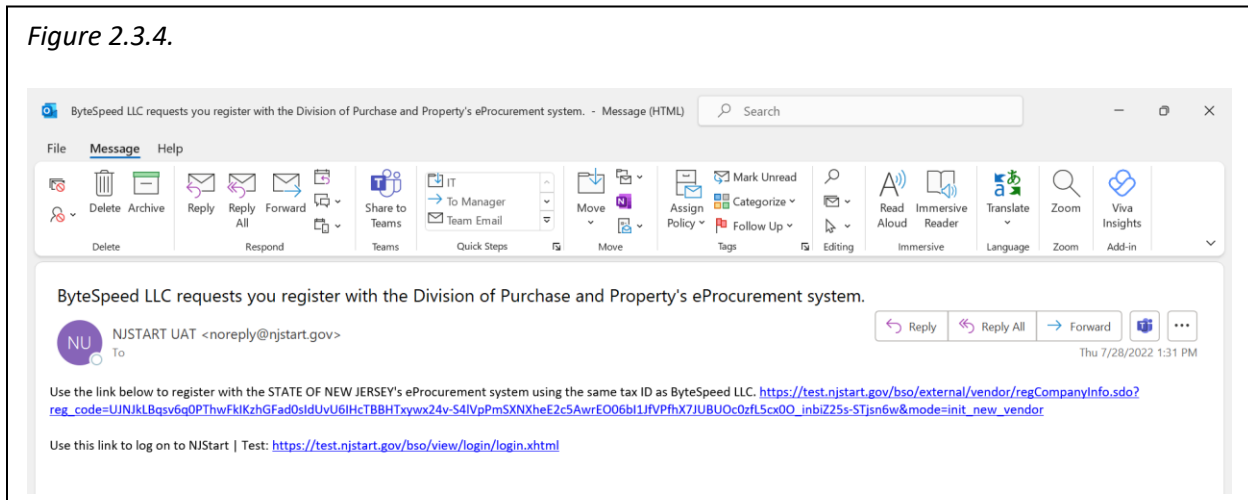
Figure 2.3.3.
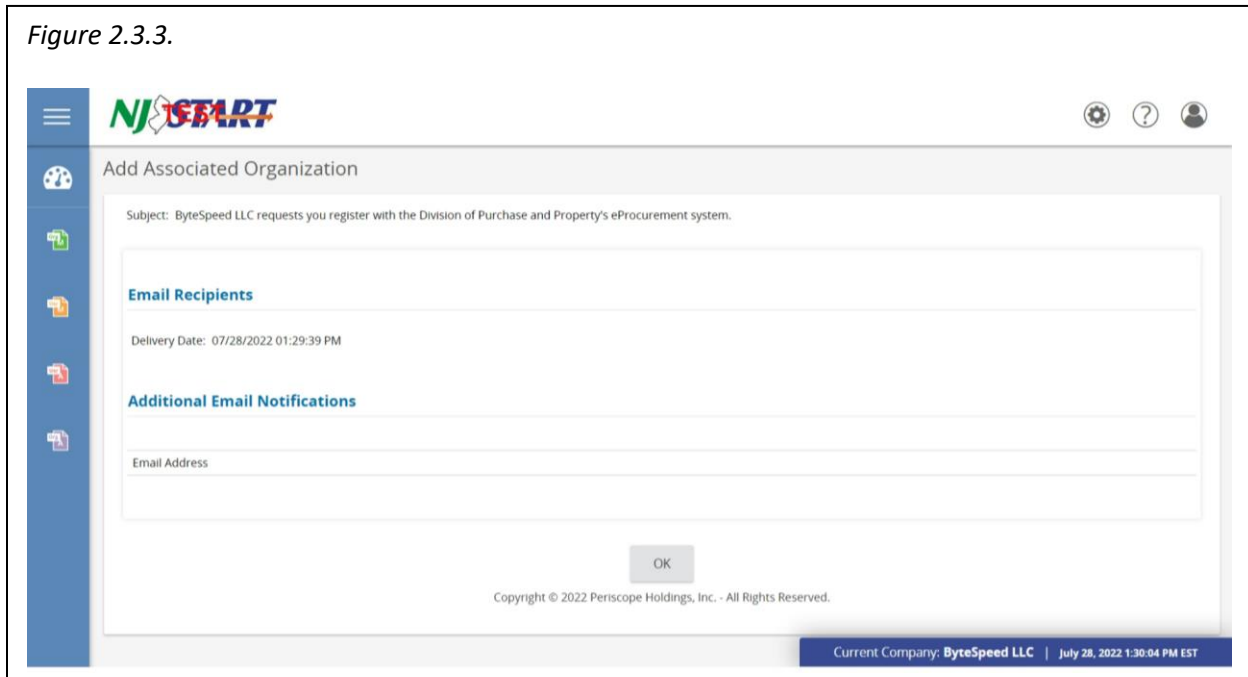
- An email will be sent to the address supplied in the previous step prompting the recipient to register in NJSTART as a "Doing Business As" organization sharing your organization's tax ID.

- The body of the email will be similar to the text as shown in *Figure 2.3.4.*

Figure 2.3.4.

- Once the recipient clicks on the link in the email, he or she will be routed directly into Vendor Registration.
- The "Doing Business As" organization should then follow the Quick Reference Guide entitled "Vendor Registration" to perform the initial setup of the new Vendor Profile.
- If you have questions or need assistance, contact a New Jersey State Vendor Administrator at (609) 341- 3500 or email njstart@treas.nj.gov as shown in *Figure 2.3.5.*

Figure 2.3.5.