5 tips to help your business reopen after a temporary closure.



For many small business owners, a temporary closure comes with an increased sense of urgency. Safety is a top priority but getting back to business is another. Having a plan to reopen business after a temporary closure can help you to avoid common missteps and become even more successful moving forward.

Explore these five tips for how to successfully reopen business after a temporary closure:

1. **Take inventory.** Assess what is needed inside and outside of your business several weeks before you plan to reopen. If the building was temporarily vacant, inspect it for damages or repairs. Then run inventory of your materials to see what is in stock and what needs to be re-ordered.

2. **Notify vendors and service providers of your return.** From the companies who supply you with materials to your security system provider to your insurance agent to your cleaning and landscaping service providers, create a checklist of the companies you need to contact for a smooth reopen.

3. **Incorporate social distancing or other safety practices.** Design your plan for reopening around individual safety. If your business was temporarily closed due to the COVID-19 crisis, implement appropriate safety measures. Follow CDC recommendations for cleaning and disinfecting your facility. Create six-foot social distancing space between employees and customers. Encourage customers to pay with a credit card to avoid the exchange of cash and offer curbside pickup if applicable.

4. **Update your online business accounts.** Let customers know when you're going to reopen.

Update your Google, Bing, Yelp, Facebook or LinkedIn pages to notify customers of the date you'll be reopening and your new hours of operation. Then increase activity on your website and social media channels to open up communication with your customers. This reopening can be considered a second debut of your company … so make the most of it.

5. **Know your disaster preparedness plan.** Whether or not you have a disaster preparedness plan in place, a reopening is a perfect time to review your plan. Our free Disaster Preparedness Guide provides ways to identify business risks, back up key business functions, communicate with employees and customers, budget for emergency expenses and more.

Another tip for restarting a business after a temporary closure is to look at the entire operation with fresh eyes. Where can you avoid losses and build new successes?

At Frankenmuth Insurance, our safety services experts are here to help and offer guidance to business owners every step of the way. Talk to an agent about business insurance and how you can be better prepared for everything to come.