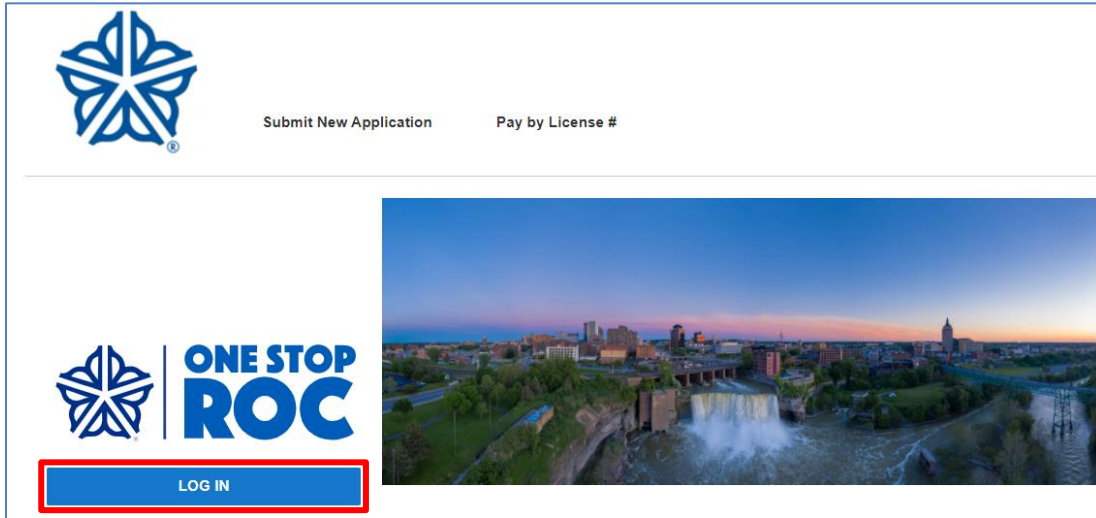




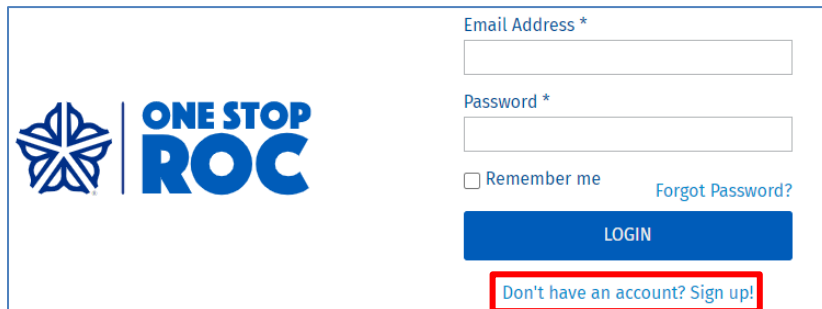
Need help getting started with Online Trade Licensing?


Follow the six easy steps below:

1. Go to <https://infor.cityofrochester.gov/> and click 'LOG IN':



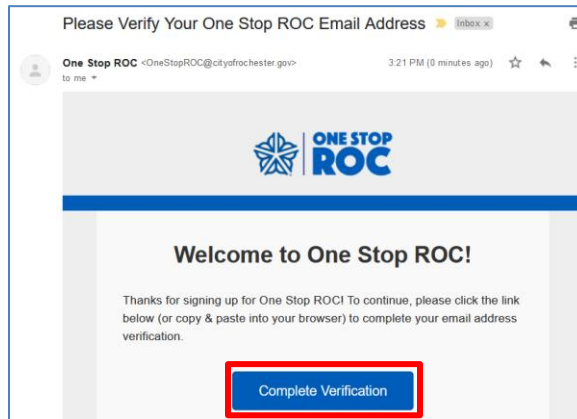
2. Sign up for a 'One Stop ROC' account with the City of Rochester (if you don't already have one).




 **Tip:** One Stop ROC is a single account that you can use to access multiple online City services.

3. Enter your e-mail address, first and last name, and a password, and click 'Register':

4. Log into your e-mail account. You should get an email from One Stop ROC within 10 minutes. Click 'Complete Verification' and you'll be taken back to the Sign-in Page.



 **Tip:** If you don't see the email in your Inbox, check your spam folder!

5. Enter your email and password in One Stop ROC and click 'LOGIN'.

A screenshot of the One Stop ROC login page. On the left is the One Stop ROC logo. On the right, there are two input fields: "Email Address *" with the placeholder "YourEmailHere@email.com" and "Password *" with a masked password "••••••". Below the password field are checkboxes for "Remember me" and a link for "Forgot Password?". A blue "LOGIN" button is highlighted with a red box. At the bottom, there is a link: "Don't have an account? Sign up!"

6. Complete your account in the system by adding your contact information and selecting 'Create Account'. You will be taken to your online homepage for Trade Licensing with the City of Rochester!

A screenshot of the "Create a New Profile" form. It has two sections: "Profile Information" and "Contact Information", both with green checkmarks and "Edit" links. The "Profile Information" section shows "Email" as "YourEmailHere@email.com". The "Contact Information" section shows "Name" as "New Account", "Mobile Phone" as "(555)555-5555", and "Address" as "1 Main St, Rochester, NY 14610". There is also an "Alternate Phone" field. A blue "Create Account" button is highlighted with a red box at the bottom right.

Congratulations! You are now registered with the City of Rochester for Online Trade Licensing!
For tips about navigating your online homepage, see the next page.