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Google Merchant Center Quebec Business Address Verification

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Executive Summary

A Quebec seller preparing a Google Merchant Center account has to place at least five different addresses correctly: the business address in Merchant Center, the legal address in the Google payments profile, the contact details on the website, the place goods actually ship from, and the place returns go. Google's current help page asks for the address where the business is registered (support.google.com), and its identity-verification page states that the legal name and address on uploaded documents "must exactly match" the Merchant Center and/or payments profile (support.google.com). Exact matching is a documented requirement, not a promise of approval, and Google publishes no approval list for address types (saveoffice.io).

For a Quebec entity the "registered" address depends on legal form. In the Registraire des entreprises du Québec (REQ) data dictionary, a corporation's domicile address is its head-office address (www.quebec.ca), while a sole proprietor's domicile address is the person's home (www.quebec.ca). A federal corporation must keep a registered office in the province named in its articles (laws-lois.justice.gc.ca) and report a change within fifteen days (laws-lois.justice.gc.ca). A registered Quebec enterprise generally has 30 days to declare a change (www.quebec.ca), and Revenu Québec asks to be told separately (www.revenuquebec.ca).

A virtual-office or correspondence address is not banned by name on the Google Merchant Center pages reviewed for this report (secondary commentary: storeverifier.com), but the misrepresentation policy lists a false or virtual address shown as a headquarters while operating from an undisclosed region (support.google.com). A Business Profile follows different rules and should not be conflated with Merchant Center (saveoffice.io).

The practical output of this report is a dated field-to-document map (Table 1), a document inventory (Table 2), and a remediation order: capture current records, correct the official registry entry first, reconcile Google profile fields, prepare current originals, then follow the account's own verification instructions. For scale, Statistics Canada put retail e-commerce at $73.7 billion in 2024 (www.statcan.gc.ca), and Quebec held 22.3% of national retail operating revenue (www150.statcan.gc.ca). Those figures say nothing about Merchant Center

acceptance rates, which no public source quantifies. An address service is worth buying only after the identity, document and operations checks pass (storeverifier.com). As of 24 November 2026, none of the Google pages reviewed displays an update date, so Google statements below are labelled "as reviewed".

Introduction and Background

This report examines one narrow decision. A founder in Montreal, or a home-based online retailer elsewhere in Quebec, is about to open a Google Merchant Center account, or has just moved and must correct identity details already stored there. The question is which truthful address belongs in each Google field and each customer-facing location, whether the available records support it, and whether paying for an address service helps or should wait until a mismatch is resolved.

Merchant Center is the account where a seller uploads product data for Google's shopping surfaces. Google says it requires "basic and verifiable information about their business and identity" (support.google.com). The scope is deliberately limited: this is not a general Shopify, bank, registry or storefront-disclosure guide, and Quebec website-disclosure obligations belong in separate guidance. Google's product guidance is also not Quebec law. The Google pages describe platform requirements, while the Quebec and federal sources cited describe registry and tax obligations.

Two existing guides already cover the generic question "is a virtual office allowed?". StoreVerifier's guide, marked last reviewed on 23 September 2026, advises labelling a registered-office address as "Registered office" or "Correspondence address" rather than as a store to visit (storeverifier.com). Save Office explains that the Merchant Center address is separate from Google Ads and from a Business Profile. StoreVerifier also separates community advice from policy, describing community guidance as often stricter than Google's help pages and "not Google policy" (storeverifier.com). What neither supplies is a Quebec seller's evidence file: which registry record supports which field, which documents Google might ask for, and in what order to correct a mismatch.

Method and limits matter. The Google help pages cited were reviewed as of 24 November 2026. They show no "last updated" date, so no policy launch date is asserted. Google decisions remain account-specific, and nothing here is legal, tax or accounting advice. Readers with a corporate-structure question should consult an accountant or lawyer.

The Address Roles: What Each Field Is For

"Business address" is not one value. Different Google surfaces and different public records serve different roles; some must match, others should truthfully differ. *Table 1* below maps each field to its purpose, source record, visibility and match requirement. The map is an analytical device built from the cited pages, not a Google-published crosswalk.

Field or surface	Purpose	Source record in Quebec	Public or private	Match requirement	As reviewed
Merchant Center, Business info, "Business address"	Google says to enter where the business is registered (support.google.com)	Corporation: head-office address in the REQ (www.quebec.ca). Sole proprietor: domicile address in the REQ (www.quebec.ca)	Business information is shown to users who view the products	Must agree with uploaded identity documents if verification is requested	24 Nov 2026
Google payments profile, legal address	Legal identity record: registered name, physical address, tax details	Same registry record, plus tax account addresses held by the CRA, whose mailing address can differ from its physical address (www.canada.ca), and by Revenu Québec	Public business details such as address and return policies may be shared with customers	Documents must match the Merchant Center and/or payments profile	24 Nov 2026
Merchant Center customer service contact	Working URL, email and phone for order questions	The business's own operating details	Customer-facing	Phone must be a valid business number	24 Nov 2026
Website footer and contact page	At least one contact route, such as address, phone, email or form	Chosen by the seller	Public	Google's fix guidance says name, address and phone should be identical in footer, contact page and settings (support.google.com)	24 Nov 2026
Shipping origin or warehouse	Where goods leave from; hiding it to imply local delivery is a listed example of misrepresentation (support.google.com)	Operational record (lease, third-party logistics agreement), not a registry record	Visible through delivery promises	No requirement to equal the registered office; must be truthfully disclosed	24 Nov 2026
Return address	Where returns are sent	Operational record	Customer-facing in the return policy	Disclose truthfully; keep consistent with the website	24 Nov 2026
Optional Business Profile (Maps)	Location customers can visit; an actual, real-world location	Operational, staffed location	Public on Maps	Separate rule set, not equivalent to Merchant Center	24 Nov 2026

The table shows why "use the registered address everywhere" fails as an instruction. The registered address anchors identity matching, but the shipping origin and return destination are operational facts that can be elsewhere, provided they are disclosed. Google's policy frames the risk as "hiding, omitting, or

misrepresenting" material details about location, headquarters or fulfilment source (support.google.com), a disclosure standard rather than a requirement that every address coincide.

Merchant Center business information

The address form sits under Settings, Business info. Google's guidance is brief: add where the business is registered, with required fields such as address line 1, city and postal code. Formatting follows Canada Post convention, where the postal code is uppercase and placed two spaces after the province (www.canadapost-postescanada.ca), with municipality, province and postal code on the third line of the block (www.canadapost-postescanada.ca). Google's developer documentation shows the same address object held alongside customer service contacts (developers.google.com). Consistent formatting across registry, tax and Google records reduces needless "exact match" friction.

The payments profile

The payments profile is a separate record with a separate purpose. A profile is typed as an individual or a business, so the type, legal name and legal address should be audited like any other field. For sole proprietors this matters: the payments name may be the person's name even where the trade name differs from it. An old profile reused from another Google product, with a previous address or a differently spelled legal name, may carry that data into the new account, so it should be audited like any other field.

The optional Business Profile

A Business Profile is a Maps listing with different rules. Google states that a rented mailing address where the business does not operate, "also known as a virtual office", is not eligible (support.google.com), and its guidance cautions against remote mailboxes and P.O. boxes; check the current Business Profile guidelines. An online-only store, as Save Office observes, usually needs Merchant Center without a Business Profile (saveoffice.io). The two rule sets must not be merged. A Business Profile restriction on virtual offices is not itself a Merchant Center rule, and passing one does not imply passing the other.

Website, fulfilment and returns

Customers need a way to contact the business on its website, and the return policy should read the same in Merchant Center and on the site. Where goods ship from is not a Merchant Center address field for Canada: the multiple ship-from location feature is documented for domestic shipping in the US, France and Germany (support.google.com). A Quebec seller shipping from a third-party warehouse should therefore express fulfilment through accurate delivery timeframes and policy text, and should not place the warehouse address in the registered-address field.

The Evidence File: Documents for Quebec Sole Proprietors and Corporations

Google's document page says verification confirms the legal existence of the business. It describes two broad categories: self identity through government identification, and organization identity, which requires official registration documents matching the legal organization name (support.google.com). The page does not list

entity-specific documents for Quebec and does not name the REQ. *Table 2* therefore inventories candidate records with an honest acceptance status; it is not a list Google has endorsed.

Candidate document	Issuer	Entity	Shows legal name and address?	Validity and cost notes	Acceptance status
Government photo ID	Government issuer	Individual, including sole proprietor	Name; address only if printed	Must be current	Listed category (self identity)
REQ certificat d'attestation	Registraire des entreprises	Both	States registration date, or non-registration (www.quebec.ca)	$27 regular or $40.50 priority (www.quebec.ca)	Unverified: not named by Google
REQ état de renseignements	Registraire des entreprises	Both	Name and address as declared to the register	Consulting the register is free (www.quebec.ca)	Unverified: not named by Google
Federal registered-office record	Corporations Canada	Federally incorporated	Registered office address is public information (ised-isde.canada.ca)	Must have a registered office (laws-lois.justice.gc.ca); a move is reported by filing a change of registered office address (ised-isde.canada.ca)	Unverified: not named by Google
CRA business account address record	Canada Revenue Agency	Both	Physical address is the business or head-office address (www.canada.ca)	Business Number issued at registration (www.canada.ca); changes to any business address are to be notified (www.canada.ca)	Plausible tax record; confirm in the flow
Revenu Québec registration record	Revenu Québec	Both, where registered	Address in its client file; changes reported separately (www.revenuquebec.ca)	Registration generally needed for commercial activity in Québec (www.revenuquebec.ca)	Plausible tax record; confirm in the flow
Mailbox or virtual-office service agreement	Address provider	Both	Shows provider address and customer name	Provider-specific	Unverified: a contract, not a government registration record
Utility bill or bank statement	Third party	Both	Name and service address	Accepted types are shown in the live request	Not documented for Merchant Center; follow the live request

Table 2 makes one point repeatedly: the strongest candidate for an "official registration document" is a government record that carries the same name and address typed on screen. Discrepancies between the uploaded document and on-screen details can trigger an automatic system rejection (support.google.com). A service agreement from an address provider is a contract and not a registry extract, so it should not be assumed to be an accepted organization document.

Sole proprietors versus corporations

Legal form decides which address is "registered". An individual enterprise's NEQ (Québec enterprise number) belongs to the person, and registration is due within 60 days of starting activities for those operating under a name other than their own (www.quebec.ca). In the REQ dictionary the sole proprietor's domicile is the home address, so a home-based seller's record may show a home address even if the website shows a professional contact address. A corporation's domicile is its head-office address, and a federal corporation's registered office must be in the province named in its articles (laws-lois.justice.gc.ca). Corporations Canada calls that address essential for people who want to communicate with the corporation (ised-isde.canada.ca) and advises choosing one where documents are certain to be received (ised-isde.canada.ca).

The register distinguishes this domicile from an "établissement", any place in Québec where the enterprise carries on activities (www.quebec.ca). A corporation can therefore hold a registered head office in one place and an operating establishment, warehouse and returns centre in others, as long as the operational locations are not hidden.

A caution on personal addresses: the REQ allows a professional address to be declared for directors, shareholders and partners instead of a home address (www.quebec.ca), and if that address becomes invalid and is not updated, the home address is published (www.quebec.ca). That rule concerns persons linked to the enterprise and is not a statement about what Google displays. Whether a given extract shows a home address should be checked on the seller's own extract, not assumed.

Auditing and Correcting Mismatches

The audit compares what is typed into each field with what each record says and what is true in operations. It is a consistency check, not a prediction of Google's decision.

- **Capture current records.** Pull the REQ extract (free to consult), the CRA business address view (www.canada.ca), the Revenu Québec client file and, for a federal corporation, the registered-office record (ised-isde.canada.ca). Note the retrieval date of each.
- **List every Google field.** Record the Merchant Center business address, payments-profile legal name and address, customer-service contact, any Business Profile, and the website footer, contact page and policy pages.
- **List every operational location.** Write where inventory is stored, where orders ship from and where returns are received, with the source contract.
- **Compare and tag.** Tag each cell "match", "intentional difference with disclosure" or "unexplained difference". Only the last is a defect.
- **Apply the truthfulness test.** For every customer-facing address, ask whether a customer would be misled about where the seller operates or where goods come from.

Moving address: a controlled sequence

For a seller who already has an account, order matters because the official record is what documents will show. The sequence below is derived from the registry, tax and Google pages and assumes the legal address truly changes.

1. **Freeze a baseline.** Save the current extract, tax address view and Google settings screens as dated evidence.
2. **Update the official record first.** A registered Quebec enterprise has 30 days to declare a change (www.quebec.ca), free unless priority processing is requested (www.quebec.ca). A federal corporation's directors may change the registered office within the province named in the articles (laws-lois.justice.gc.ca), file a change of registered office address (ised-isde.canada.ca), and must notify within fifteen days (laws-lois.justice.gc.ca).
3. **Update tax accounts.** The CRA asks to be notified of changes in any business address (www.canada.ca). Revenu Québec asks to be informed as quickly as possible (www.revenuquebec.ca), treats the REQ change as a separate step (www.revenuquebec.ca), and says Canada Post mail forwarding does not replace notifying it (www.revenuquebec.ca). Canada Post itself says that parcel senders must still be told the new address (origin-www.canadapost.ca) and that mail for customers who receive it through a shared postal address is not forwarded (origin-www.canadapost.ca). Note the reference number it issues (www.revenuquebec.ca).
4. **Reconcile Google fields.** Edit the Merchant Center business address, then the payments profile (a legal-address change may require a form), then the website footer, contact page and policies so they agree.
5. **Prepare current documents.** Gather an updated extract and, if documents are requested, current originals with all four corners visible.
6. **Follow the account's own instructions.** The person who starts a verification must finish it, and some checks go to manual review. If the payments name differs from the organization document, update the payments name before resubmitting.
7. **Log before and after.** Keep a log of field, old value, new value, source record, date changed and evidence file name.

For an intra-Quebec move the payments profile can usually be edited; a change of the legal business country is different, and a new payments profile may be needed; check Google's current payments-profile help before changing it.

When verification fails or an issue is raised

Google's help page for inconsistent business information lists a mismatch between Merchant Center and website details among possible causes of a misrepresentation or "website needs improvement" issue, and offers a correction and review workflow. An address is not the only possible cause, and anecdotes attributing a specific decision to an address are not evidence of what Google decided. For most violations the policy gives 7 or 28 calendar days to fix (support.google.com). Failed identity attempts are limited: after the maximum number the account may face full suspension (support.google.com), so resubmitting repeatedly with an unchanged mismatch is not a strategy.

Stop conditions

Stop and resolve the issue before paying for an address service or resubmitting if any of these holds:

- **Unsupported identity.** No registry or tax record shows the legal name and address being entered.

- **Unverified document category.** The only available document is a provider agreement or other record Google has not named as acceptable.
- **Misleading showroom or headquarters.** The site implies a visit-ready store, or a headquarters in a region where no operations exist (support.google.com).
- **Undisclosed fulfilment.** Delivery claims imply a local origin the goods do not ship from.
- **Unexplained jurisdiction mismatch.** The registry shows one province or country and the Google fields another, with no operational reason.

Choosing an Address Service: Suitability Before Purchase

A correspondence or registered address can separate a founder's private home from public registry and customer-facing records. It is suitable only when the entity truly uses it as its registered or correspondence address, the registry and tax records can be updated to show it, and operations are disclosed truthfully. The Google pages reviewed for this report list no approved address types, so a provider's claim that an address "works for Google" is an inference (saveoffice.io). The Google Merchant Center pages reviewed for this report do not rule out virtual offices by name (secondary commentary: storeverifier.com), yet the misrepresentation policy applies to what an address is used to imply.

Table 3 compares options for the correspondence-address role. It is a suitability aid, not a ranking, and it lists the publisher of this report as one of the options.

Option	What it can truthfully serve	Evidence it produces	Main limitation
Home address	Domicile of a sole proprietor, which the REQ dictionary defines as the home	Government and tax records already show it	Home address may appear in public records; no privacy separation
Staffed coworking desk or private office	An operating establishment where the seller actually works	Lease or membership, plus registry update	Staffing and presence rules vary; a Business Profile needs a staffed location
Virtual office or correspondence address (provider-specific)	Registered or correspondence role, if the entity adopts it and updates the registry	Provider agreement plus the updated registry extract	Does not show where goods ship from; acceptance by Google is unpublished
2727 Coworking (publisher of this report), Montreal virtual office and business address	Letter-based correspondence address for registered or mailing roles; the provider's own description is that it receives and scans letters and does not accept parcels, signature mail or physical forwarding (to be confirmed against its current terms)	Provider agreement and scanned-letter records, per its current terms	Does not establish where the seller operates or stores inventory; confirm current terms and mail limits before purchase. No price is quoted here
Third-party warehouse or fulfilment centre	Shipping origin and returns destination	Logistics contract	Operational role only; not a registry address

Table 3 shows that the options serve different roles and are not substitutes. A seller who ships parcels and expects courier returns needs a returns destination that can receive parcels, which a letter-only service cannot be. Where an address service is bought, the cost is better framed as a formula than a sales claim: **total cost = service fee + any evidence-issuance charges actually quoted + admin hours multiplied by an hourly rate the reader supplies**. A certificat d'attestation, for example, costs $27 regular or $40.50 priority, and a registry update declaration is free unless priority processing is chosen. No public source supports an invented "loss per day" or reinstatement probability, and none is offered here.

Data Analysis and Evidence

The quantitative record relevant to this decision is mostly regulatory timing and market context. It does not include Merchant Center approval rates, which Google does not publish and no independent source consulted measures.

Timing and cost figures from official pages. These are the numbers a Quebec seller can plan around:

- **30 days:** the period a registered Quebec enterprise has to declare a change.
- **15 days:** the federal deadline for notice of a registered-office change (laws-lois.justice.gc.ca).
- **60 days:** the registration window for a sole proprietor operating under a name other than their own.
- **7 or 28 calendar days:** the warning period for most Merchant Center policy violations.
- **$27 or $40.50:** the REQ certificat d'attestation fee, regular or priority.
- **7 business days:** the typical account-review duration Save Office attributes to Google, longer for complex cases (saveoffice.io). This is a third-party statement, not a Google figure, and should not be relied on as a service level.

Market context from originators. Statistics Canada reports that retail spending rose 3.0% to $865.2 billion in 2024, with $73.7 billion of it e-commerce revenue (www.statcan.gc.ca). On a seasonally adjusted basis, retail e-commerce was $5.7 billion in September 2026, 7.5% of retail trade, in the 20 November 2026 release (www150.statcan.gc.ca). These measures differ (annual operating revenue versus a seasonally adjusted monthly series) and should not be spliced. Quebec accounted for 22.3% of Canadian retail operating revenue in 2024, behind Ontario at 37.7% (www150.statcan.gc.ca). Statistics Canada's e-commerce definition includes both consumer and business-to-business transactions (www150.statcan.gc.ca), and in 2023 about one in three Canadian businesses reported receiving e-commerce orders (www150.statcan.gc.ca).

For Quebec, the Institut de la statistique du Québec (ISQ) survey covers businesses with one or more employees and excludes self-employed workers (statistique.quebec.ca). It found 22.1% of Quebec businesses sold online in 2023 (www.quebec.ca). That exclusion matters because many home-based sellers are exactly the excluded group. Innovation, Science and Economic Development Canada counts 1.10 million employer businesses nationally as of December 2024 (ised-isde.canada.ca), with Ontario and Quebec holding the most small employers (410,154 and 228,622 respectively) (ised-isde.canada.ca), but non-employer sole proprietors fall outside that count. As context for public support of e-commerce adoption, a federal note records that as of 31 December 2023 over 20,000 grants worth about $47.8 million had been approved under one microgrant stream (search.open.canada.ca). None of these numbers measures demand for Merchant Center address guidance or the share of sellers who need document verification.

Case Studies and Real-World Examples

The three cases below are fictional (Hypothetical Example). They use no real records. They show reasoning, not outcomes, and none predicts a Google decision.

Hypothetical Example 1: home-based sole proprietor

A sole proprietor in a Montreal borough sells handmade candles from a spare room. The REQ record shows a domicile address that is the home, the CRA physical address is the same home (www.canada.ca), and products ship from that room. The home address is registered address and shipping origin, and everything matches. The decision is whether privacy concerns justify a separate correspondence address. If so, the sole proprietor would first declare the change within 30 days, update the CRA record (www.canada.ca) and Revenu Québec (www.revenuquebec.ca), and only then change Google fields. If the new address is only a mailbox and the candles still ship from home, the website must not present it as a studio or storefront. The audit result: keep the home address across all fields, or move the registered address through the full sequence. Never change only the Google field.

Hypothetical Example 2: Montreal corporation with third-party fulfilment

A Quebec corporation holds its head office in a rented downtown suite and stores inventory with a warehouse in another municipality. The registered address is the head office, the warehouse is an operational site, and returns go there. The Merchant Center business address and payments-profile legal address use the head office. The footer shows « Siège social » and "Registered office" for it, and the return policy states the warehouse address. Because the return destination differs from the business address, the return policy states any return shipping terms. Verification documents are the REQ extract and tax record carrying the head-office address. The warehouse appears nowhere in the registered-address field, yet it is not hidden: delivery timeframes and the returns page state the origin.

Hypothetical Example 3: founder buying correspondence-only service

A founder who works from home wants a correspondence address so the home address is off the website. The suitability gate asks four questions. Will the registry be updated within 30 days? Will tax accounts follow (www.canada.ca)? Can the provider's mail scope receive what the business needs, given that letter-only services may exclude parcels? And is any claim of a showroom or headquarters avoided? Registration with Revenu Québec generally attaches to commercial activity in Québec (www.revenuquebec.ca). If the founder wants the address only for Google and not for the registry, stop: the documents would show the home address, the Google fields the mailbox, and the exact-match requirement (support.google.com) would fail. Resolving that mismatch costs less than buying a service that does not remove it.

Bilingual Request Script and Labels

Use short, factual messages that never ask a provider to guarantee acceptance by Google.

To an address provider (English): "We are a Quebec [sole proprietorship / corporation]. Please confirm in writing: (1) the exact address format you assign, including suite or mailbox number; (2) whether letters only are received, and whether parcels and signature mail are declined; (3) which documents you can issue and any

fees; (4) whether the address can be used as our registered address with the Registraire des entreprises. We understand you cannot guarantee acceptance by any third-party platform."

To an address provider (Français): « Nous sommes [une entreprise individuelle / une société] au Québec. Pouvez-vous confirmer par écrit : (1) le format exact de l'adresse attribuée, avec le numéro de bureau ou de boîte; (2) si seules les lettres sont reçues, et si les colis et le courrier avec signature sont refusés; (3) les documents que vous pouvez fournir et les frais; (4) si l'adresse peut servir d'adresse de siège au Registraire des entreprises. Nous comprenons qu'aucune acceptation par une plateforme tierce ne peut être garantie. »

Bilingual website labels:

- **Adresse du siège / Registered office:** the registered address.
- **Adresse postale / Mailing address:** correspondence only, with « Ce n'est pas un magasin » or "Not a store".
- **Lieu d'expédition / Ships from:** the true shipping origin.
- **Adresse de retour / Returns address:** the destination stated in the return policy.

French-language listings should link to French pages that carry the same address labels.

Frequently Asked Questions (FAQs)

What business address does Merchant Center ask for?

The address where the business is registered. For a Quebec corporation, the REQ dictionary identifies the head-office address as the domicile.

What documents might be requested, and what happens on mismatch?

Categories are self identity and organization identity with official registration documents matching the legal organization name. Discrepancies can trigger an automatic rejection.

What are the address requirements for Canada specifically?

Google does not describe a Canada-specific document list on the pages reviewed. The Quebec and federal records above are candidate evidence, and acceptance stays unverified until the live flow shows what it accepts. For federal corporations, the registered office must not be a post office box under the analogous Corporations Canada instructions (ised-isde.canada.ca), and the CRA does not accept a rural route or PO box as a business address (www.canada.ca).

Can I use a virtual office address?

The Google Merchant Center pages reviewed for this report do not rule out virtual offices by name, but they list a false or virtual address shown as a headquarters while operating from an undisclosed region as misrepresentation. A virtual office is also ineligible for a Business Profile, which is a separate product. Treat it as a decision to test against the stop conditions.

What if address verification failed?

Compare typed values against the document character by character, correct a stale official record first, and update the payments name if needed (support.google.com). Failed attempts are limited.

What about shipping from Quebec and the fulfilment location?

Ship-from locations are documented only for the US, France and Germany, so describe the true origin on the website and in delivery promises, and tell customers where to return goods.

Does a mismatch always lead to suspension for misrepresentation?

No. Mismatched contact details are one listed cause of an issue, but most violations receive a warning period. No source here quantifies how often mismatches lead to action.

Implications and Future Directions

Several implications follow for Quebec sellers and their advisers. First, treat the address as a family of records, not a single string. Changing one record without the others creates the exact-match problem the documented rule screens for. Second, order matters: registry and tax records are the source evidence, so they lead and Google fields follow. Third, an address service separates a private home from public records; it is not a verification workaround, and a service agreement is not an official registration record. StoreVerifier similarly recommends checking that uploaded documents show the same address as the one entered.

For advisers, the crosswalk is a repeatable intake checklist, though it should be re-validated at each engagement because the Google pages carry no update date. Advisers should keep a clear boundary: no one outside Google can promise a particular document or address type will be accepted, and the website carries the same truthfulness standard as the Merchant Center fields. For registry watchers, the Quebec professional-address rules show how publication of personal addresses can change independently of any platform, so periodic re-checking of one's own extract is sensible.

Future developments to watch include any publication of an update date or accepted-document list by Google, Canada-specific verification guidance, and changes to Quebec registry display rules. This report does not forecast them. Readers with a corporate-structure question, a privacy concern about a published home address, or a tax registration question should consult an accountant, lawyer or the relevant registry.

Conclusion

The truthful answer to "which address goes where" is role-based. The registered address anchors Merchant Center business information and the payments profile, because Google asks for where the business is registered and expects document names and addresses to match exactly. For a Quebec sole proprietor that address is the person's domicile; for a corporation it is the head-office address. Website contact details should be identical to those fields, while shipping origin and return destination are operational facts to be disclosed, not forced into the registered address.

When an address changes, the order is: capture records, update the registry and tax files, reconcile the payments profile and Merchant Center, prepare current originals, follow the live verification instructions, and log every change. An address service belongs after the suitability gate, not before it, and it solves a privacy and correspondence problem rather than a verification one. Acceptance remains account-specific, and no source consulted offers a probability, timeline or guarantee.

Source links

Links cited in this article, in order of first appearance. Full addresses are provided for readers using extracted text.

1. https://support.google.com/merchants/answer/14286818?hl=en
2. https://support.google.com/merchants/answer/17123687?hl=en
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About 2727 Coworking

2727 Coworking is a Montreal workspace and business-address provider. We serve people who need a place to focus, meet, run a small business or establish a professional mailing presence. Our website offers English and French information about workspace options and services, alongside educational resources for operating a business in Canada.

A workspace that fits the day

Our workspace options include private offices, day passes and desks, and a conference room. These formats help individuals and teams compare a dedicated office with more flexible ways to work or hold a meeting. Prospective members can explore the virtual tour, review current pricing and book a visit before choosing a workspace.

Business addresses and mail

2727 Coworking provides business-address and virtual-mailbox services. Our resources explain the documents and practical questions involved, including guidance for people outside Canada. Service eligibility, included features, availability and access arrangements should be confirmed on the applicable service page or with our team.

Resources for Canadian small businesses

We publish guides, research and planning tools about workspace decisions, business addresses and starting a business in Canada. Our incorporation research includes information for people inside Canada and abroad, with jurisdiction-specific material to help readers identify the next questions to investigate. These educational resources complement our workspace and address services; they are not individualized legal, tax or immigration advice.

Visit or contact 2727 Coworking

Explore private offices, day passes and desks, the conference room, business addresses and virtual mailboxes. Book a visit or contact the team to discuss your needs.

A business address alone does not establish tax residence, immigration status, banking approval or eligibility for a government program.

Website: https://2727coworking.com

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