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## Tossing Out the Traditional Office Solution for a Virtual Office

Innovative businesses seeking a competitive advantage are looking to Virtual Offices to launch companies, test new markets and create new beginnings



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IRVINE, Calif., July 13, 2011 /PRNewswire/ -- As companies focus their efforts on operating, and indeed prevailing, in the current economy, a year-end 2010 financial study that surveyed 442 office business centers, compiled by the *Office Business Center Association International (OBCAI)* – the leading international, non-profit, trade association representing office business center owners and operators – indicates that businesses are using Virtual Offices as a means to help them achieve that objective. The virtual office provides entrepreneurs everything necessary to run a business in a professional setting, including a permanent mailing address, phone number and call answering, coupled with on-demand meeting rooms, administrative support and business services. These business necessities are offered at a fraction of the cost of a full-time office – without compromising image or productivity. The OBCAI financial study, representing the most complete, accurate and up-to-date database of office business center financial and operating data published anywhere, shows a significant acceleration in virtual office growth in 2009, to 18.3% from 7.8% in 2008. The uptick reflects the impact of the late 2007 recession on businesses, a shift in workplace habits and preferences, as well as the growth of inexpensive enabling technologies. According to virtual working statistics provided by *Davinci Virtual Office Solutions* – the premier provider of quality virtual support solutions for businesses worldwide servicing over 8,000 virtual office clients – more than two-thirds of U.S. workers are engaged in some virtual work, 46% engage in virtual work at least once a week and 14% do so daily. The vast majority (91%) agree that virtual work saves their companies time and money!

For years virtual office clients were typically small companies needing a professional front face to appear larger with a business address and receptionist to answer their calls. However, after the economic downturn the concept's appeal gained ground for business professionals. While the virtual office concept is nothing new, its current application is. Today, the virtual office is the workplace of choice for a number of forward thinking business people. This includes: start-ups, companies testing new markets, businesses looking to reduce costs and align their workplace with business needs, the mobile worker, and the home-based workforce of businesses in need of leveraging their professional image and network. With thousands of locations to choose from, a business person can have an address close to home and clients, or in a new market. The greatest benefit, especially in the current market environment, is that there is zero out-of-pocket expense and no risk or variable costs involved, including administrative support that's flexible with business needs.

Carolina Rendeiro, President of *OBCAI*, said, "Co-working or virtual space has been the largest growth component of our industry over the past five years. Most noticeably during the past two years of the global economic downturn; it was the ideal solution for start-ups and companies right-sizing. The virtual office provided a great ROI for these groups, and in turn, for the office business center."

Beth Monroe, President of *JustinBradley* – a boutique financial staffing firm, has loved the flexibility she found for her business through the innovative workplace solutions provided by *Metro Offices*. Beth commented, "Metro Offices has made it easy for JustinBradley to expand our business into other markets and right-size as needed. The short-term leases and variety of local conference rooms Metro Offices offers is a unique find in the D.C. area, and is something that has helped the JustinBradley team become the business it is today!"

Brian C. Hubbell, Principal and Founder, *Hubbell Consulting, LLC*. – consulting services exclusively to employers and the retirement plans they sponsor – stated, "The 'virtual' concept available at *Ballantyne Business Center* in Charlotte, NC enabled us to immediately launch our firm in 2006 and establish a professional presence. As we've grown, the virtual approach allows us to quickly 'on board' new staff."

Not only does the virtual office provide the ideal professional impression and arrangement for how business works, but the concept allows companies to compete more effectively, both locally and globally, than ever before!

For more information about the Virtual Office and the OBCAI, visit: [www.obcai.com](http://www.obcai.com) or contact Richard Meyers, Executive Director, at 949.260.9023 or at [rmeyers@obcai.com](mailto:rmeyers@obcai.com)

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