



Whitepaper

The 7 most common mistakes

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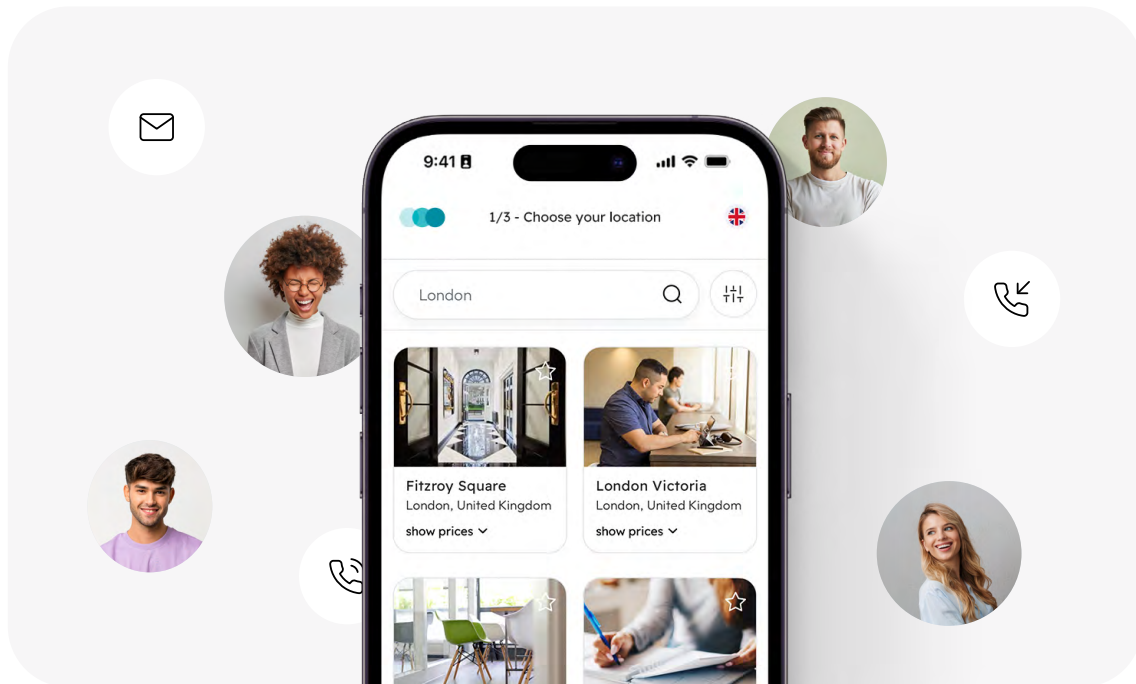
Ramon ten Tije CEO & Founder

“Save hundreds of euros
and don’t make the same
mistake others have made!”

Composing a virtual office can be very easy, if you are provided with the right information. There is a lot of information coming your way. To what do you need to pay attention? With this document, we would like to point out the 7 most common mistakes when composing a virtual office.

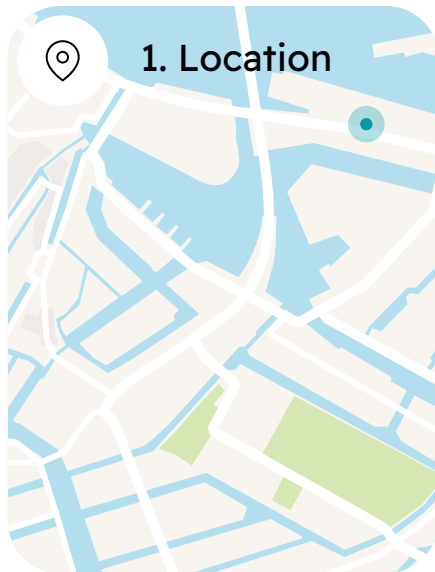
1 What is a virtual office?

Virtual office is the umbrella term for a number of services. These include a business mailing and registration address, a telephone number, telephone answering and mail handling. It is also possible to book additional workstations and meeting rooms.

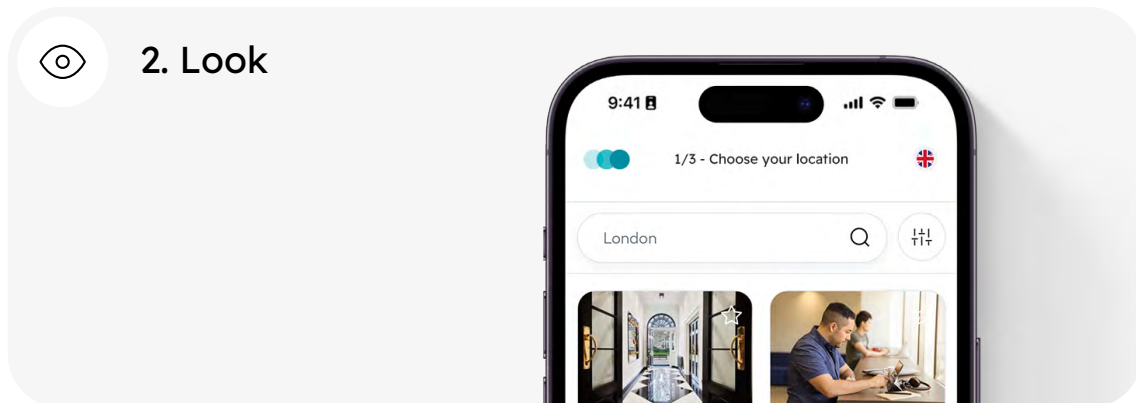


A distinction is made between a mailing address and a registration address. With a business mailing address, mail is processed for you and you can use the address for communication purposes. Do you want to actually register your business at the address? Then you need a registration address. The rules for this vary from country to country, but usually a mailing address is not accepted by the Chamber of Commerce for business registration.

2 Most common mistakes



Often the first mistake made is choosing a location with an unfavourable location. With more than 4,500 locations worldwide, there is always a location that suits your business perfectly. However, it is important to consider for what you will be using the address. If you expect to hold many meetings with suppliers, a location by the motorway might be preferable. If you give training courses to students in the city centre, it is advisable to choose a location that is easy to reach by public transport. Even if you choose to collect the mail yourself on location, it is a wise move to look carefully at the accessibility and location of the business centre. So make sure you look carefully at the location of the location, and whether it suits your way of doing business.

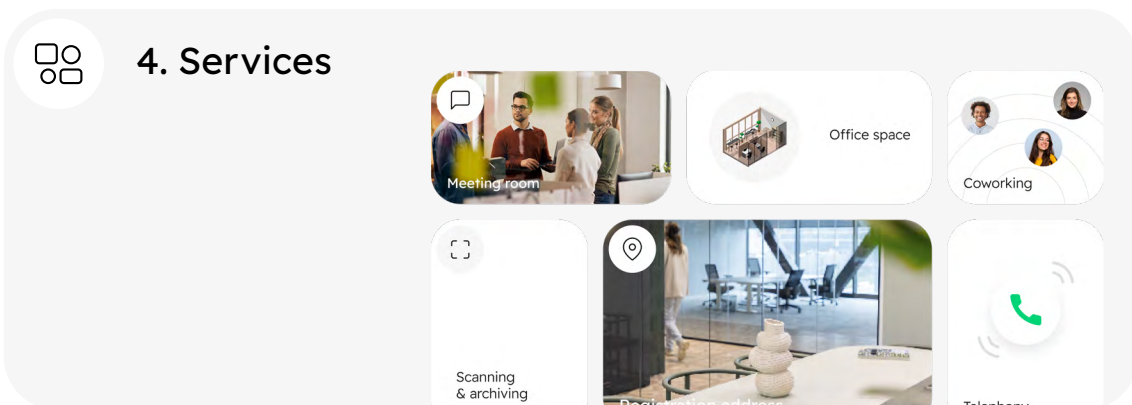


Every business has a unique look and feel. It is important that the location matches it well. Customers often rely on a first impression, and the look of your location contributes greatly to this. There are many different locations, all with their own look and feel. Do you choose a modern or an industrial building? Do you prefer a traditional office building or a listed building? Think carefully about which look best suits your company.



3. Workplace

Often, when composing a virtual office, too little consideration is given to the possibilities of using the workstations on site. Is it possible to use the workstations? What do they look like? What facilities are available at the location? And perhaps most importantly, what are the costs? At some locations, workstations are included in the virtual office. Others do not. These often seem like trivial questions until you actually want to use a workplace. It would be a shame if you could not work comfortably at your chosen location and high additional costs were involved. So always take a good look at the options when you choose a virtual office. That way, you avoid surprises.



4. Services

In general, a virtual office can be expanded with various services. However, which services these are and what the costs are depends on the location. Before composing your virtual office, it is therefore important to find out which services best suit your company and which location can provide them. It is of course understandable if, when putting together your virtual office, you do not yet know exactly which services you want to use. In that case, it is smart to choose a location with many facilities and services. This way, you are flexible and can always expand your service package in the future.

5. Price

All the above mistakes are perhaps best summed up in one mistake. Don't choose the location based on price. While we understand that cost can be an important and sometimes decisive factor, it is important to carefully consider the above points before choosing a venue. So ask yourself carefully, is the location suitable, does the look suit my business and what facilities can I make use of. Based on this information combined with the price, you can make an informed choice.



6. Telephony

Another additional service that is often separate from location is business telephony. The professionalism and flexibility that business telephony brings is often underestimated. A regional number is often perceived as more reliable and personal by many customers. So in addition to its professional appearance, a phone number can also help you gain additional customers. Moreover, you can set up telephony as you would like. In addition, there are also options to engage professional telephone answering service. This way, you will enjoy a professional image, you can acquire more customers and you will never have to miss a call again. Unfortunately, this is often thought about too late. So avoid missed calls from (potential) customers and make sure your business telephony is perfectly in tune with your company.

7. Growth Potential

The last frequently made mistake when composing a virtual office is not looking at the potential for growth. You may well want to move on from your virtual office to a physical office after a few years. Check carefully whether this is possible at the location and what facilities are offered. This way, you avoid unnecessary costs when switching to a physical office.

As you have read, there are many possibilities and options when composing a virtual office. Most mistakes are made due to a lack of knowledge and information. This is a shame, because we have all that information just for you. So think carefully about your business and the role a virtual office should play in it. Not sure? Feel free to contact us for advice without any obligation.