

Four ways a virtual office can benefit your startup

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11 Jun 2015

There are many reasons why you should consider a virtual office for your startup, and the cost involved is not the only aspect to think about. Even if your company is currently using a regular old brick and mortar office, it's not too late to go over your options and decide whether a change is in order.

Here are four of the ways that your startup can benefit:



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1. Lower setup and maintenance fees

You could pay millions to get your office space set up in a prestigious [building in the CBD](#) of any major city in the world, and even if you are only renting the space it could be an impossible hurdle for a startup company. With a virtual office you can pay month by month, with a cost much lower than going down the regular route for buying office space, and you'll get your own little piece of an address that you may have never thought would be a possibility.

2. Not limited to local talent

Now that internet technology and connection speeds have become so much better, you no longer need to settle for hiring local workers that may not be the ideal candidates. When you go virtual you can hire only the best talent from wherever you find them, and they can work from home while collaborating with the services provided by a virtual office.

3. Become a local anywhere in the world

If you want to be a major player in any local market then you need to have a local presence. This is no longer just an option for the more well-established players, and it really is a [business essential](#) if you want to survive in a competitive market. You may be surprised at just how little it costs to get your startup its own local address, phone number, and receptionist.

You no longer need to outsource to a call centre that has no idea what you or your business does, and you can even have the phone calls transferred to you anywhere in the world if you choose to do so.

4. Pay as you go - Expand when you're ready

One of the major considerations for most startups is the need to [control expenses](#), and having the ability to cut down on any long term contracts wherever possible is almost always a good thing. When you decide to leave that physical office behind, you are also leaving behind many of the expenses that come with it such as overpriced rent for prime locations, parking, utilities, maintenance, and many other small things that add up quickly. You can still have a professional corporate image without paying for unnecessary fluff.

There are many more benefits involved in using a virtual office for your startup company and those explained here are listed in no particular order, as you may find some more or less important based on your industry and current location. It is often best to go virtual right from the start, so that everyone becomes accustomed to it together, but it is also a possibility for established companies wishing to try a new approach for whatever reason.

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