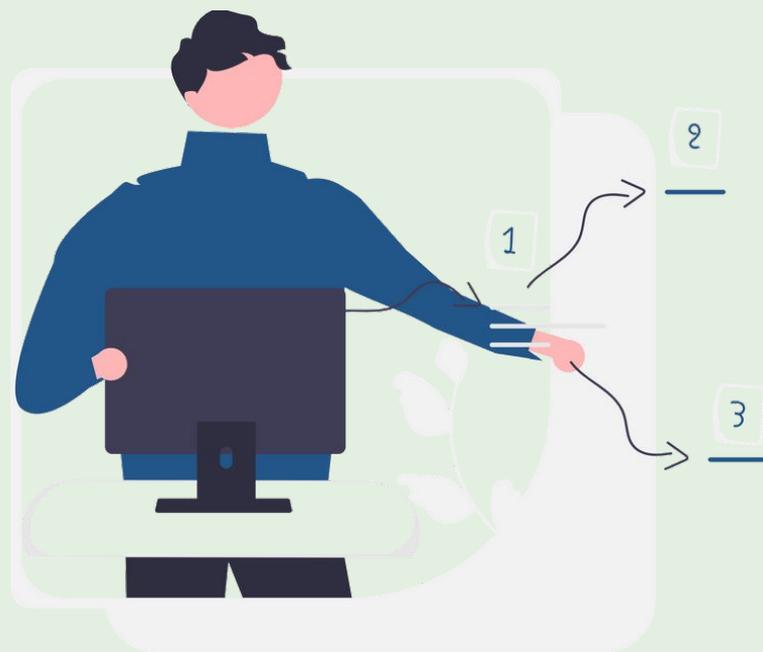




## A GUIDE TO VIRTUAL OFFICES.



Starting a business should be easy. Here is  
virtual offices explained!

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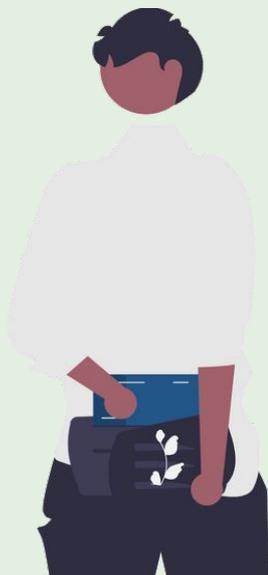
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## What is a virtual office?

A virtual office is an office that offers you everything but a desk with your name on it.

It's a commercial office in a desirable part of town that offers all the amenities an office ought to such as receptionist service, mail handling service and the ability to host meetings.

The only difference is that the only people who work in the virtual office are office support staff. Everyone else - including all the businesses and their teams - simply uses the office as an address and a shared office resource center.



# Benefits of using a virtual office.

## 1. Using a commercial address

One of the perks of purchasing a virtual office package is that you can use a business address as the on-record address for your company.

This is valuable for contractors, freelancers and small business owners because:

- **Customers trust an office location:** A commercial physical address builds trust through credibility. It projects a more professional image to the business world at large
- **SEO geolocation:** One of the biggest benefits of using a virtual office as your registered address is SEO geolocation. Online services will benefit from the 'near me' feature in search engines
- **Enjoy greater privacy by keeping your home address private:** A final bonus to the virtual location is that your home address no longer has to appear anywhere in the business documentation

## 2. Top-notch meeting facilities

When you use a virtual office, you gain access to amenities such as well-appointed meeting areas, spacious conference rooms and attentive receptionist staff.

### This enables you to:

- **Meet clients in a real office space:** Meeting a prospective client for the first time? Setting up a meeting in an office space with conference rooms, speedy Wi-Fi and comfortable seating areas lends greater credibility compared to a conducting a coffee shop meeting
- **Book a conference room when needed:** From all-hands staff meetings to discussions with a group of new clients or business partners, you'll appreciate the convenience of having conference rooms that can be readily booked by the hour

### 3. Phone answering & email response services

As a self-employed worker or small business owner, you're often juggling multiple roles and tasks.

Virtual office packages typically offer receptionist services, which can help reduce your administrative burden.

At Forma, our virtual office packages are no different. Our staff are on hand to answer your phone calls and business emails. We'll only send along the important details, so you can focus on running your business.



## 4. Mail handling & package forwarding services

One of the biggest concerns for businesses using a virtual office is ensuring that they receive their mail and packages where they need it. In most instances, you'll want your business mail or packages sent to your home - not the virtual office address.

Here's where we come into the picture. At Forma virtual office, we'll receive your mail personally. We offer a [mail forwarding service](#) too, so that when your packages arrive at your listed business address, we'll send it to your functional address post-haste.

## 5. Local telephone number

Telephone number locality is a subtle code for local customers. Your local clientele knows their area codes, and they know a non-local area code when they see it.

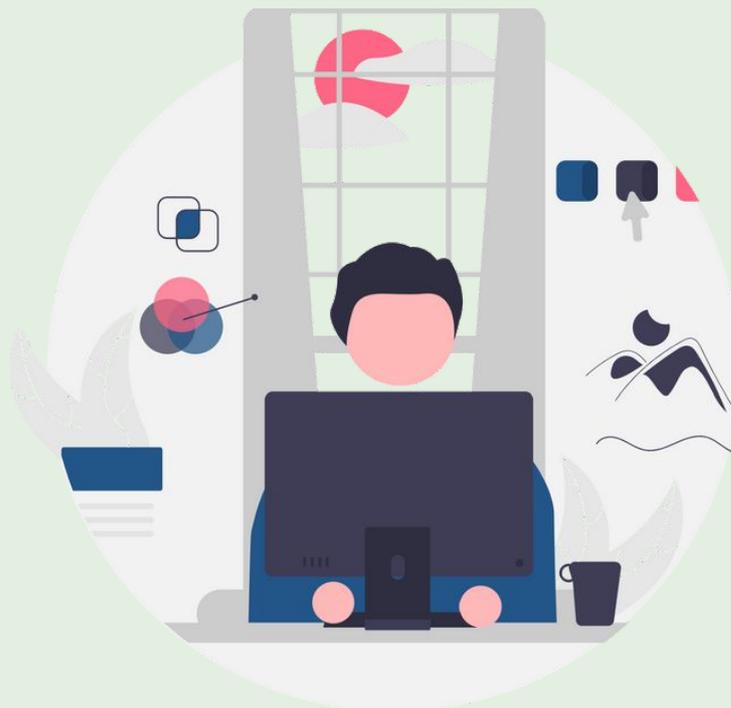
While phone locality hardly matters in a functional sense, it can matter with your reputation and credibility among local clients. When you join our virtual office, you will also gain the benefit of a local business number that your clients can trust.

## 6. Access to unlimited business advice

Every business owner - new or established - needs advice from time to time, particularly when they're navigating the maze of paperwork and taxes that keep a business afloat.

Not all virtual offices offer this service, but some will provide you access to their own team of financial and legal staff (after all, a virtual office is a business venture too).

At Forma, we'll gladly provide you with unlimited practical advice and [small business resources](#) on how to navigate your finances, as well as the choppy legal waters of business.



# Choosing the right virtual office for your business.

## 1. What are the needs of your business?

Start off by listing out the goals of your business, and the resources and virtual office amenities you'll need to achieve these objectives.

For instance, if you're a solopreneur running an e-commerce business, you'll likely need some help with providing speedy, efficient support for your customers. As such, you may want to seek out virtual office solutions that provide 24/7 live receptionist service.

On the other hand, if you need to conduct face-to-face meetings with clients often, a virtual offices with well-appointed meeting spaces and on-site staff will be a good fit for your needs.

## 2. Shop around

Once you've put together a list of virtual office amenities you need, take the time to shop around and research on different providers.

You'll want to find out about:

- **Features:** What are the amenities offered by each provider?
- **Pricing of basic plans and add-ons:** Certain providers offer basic plans at a low pricing, only to mark up the costs of add-ons-such that it becomes cost-inefficient to take up a package with these providers. Make sure you check in on the details, so you'll have a clear idea of the total cost for all the features you require
- **Testimonials:** Fake reviews are a dime a dozen these days, so you'll need to do your homework by checking multiple review sites. It can be difficult discerning a cleverly placed phony review from a real one, so make sure you check through the testimonials thoroughly and pay close attention to negative reviews - as much as you do for the positive ones.

### 3. Get a feel for their customer service

Customer service is critical to any business - so you'll need to carefully consider the kind of support you want to offer, and think about how a virtual office can help you meet your objectives.

Here's an example: if you're operating in a niche market, having 24/7 live receptionist support may not be sufficient. That's because you may need a receptionist who's familiar with your industry, and who's able to provide advice to your customers.



#### **4. Do they have an efficient onboarding process in place?**

While the onboarding processes will vary across virtual office providers, what's key is that they have a clear onboarding framework, and a digital process that's quick and convenient.

Onboarding is where things can really fall apart. For instance, a key aspect of registering a virtual office in London is that you're required to go through Anti Money Laundering checks and verify yourself. These are strict guidelines from HMRC and London Local Authorities, and as such, most providers will ask you to come into an office to register yourself.

We understand how annoying this can be, so we made our verification process digital. It takes just three minutes to complete the verification online.

## 5. Are the plans flexible? Will the provider continue to meet my needs as my business grows?

You want to be sure the virtual office packages you're considering are flexible, and can be easily adapted to meet your needs.

Skip over providers who offer only long-term agreements, or those that impose a 12-month upfront price. Do check in about the terms and conditions around cancelling-particularly for companies taking an upfront payment.

It's also helpful to look beyond your immediate needs, and consider what your business might need a year or two down the road. In doing so, you'll be better placed to select virtual office solutions that can scale as your business grows.



## Who we are.

GoForma was created by contractors for contractors. We wanted a company that would manage our accounting, reduce our admin, enable us to network and find new opportunities. Nothing came close, so we built GoForma.



Start your business, get an accounting  
and establish a virtual office.