



INTELLIGENT OFFICE

Professional Addresses and Mail Services

TO HELP YOUR BUSINESS SUCCEED



In today's mobile economy, digital entrepreneurs often work from varying locations. While this can help save money and increase agility, it comes with one big drawback: the lack of a physical address can make it difficult to project a professional image. A professional mailing address can solve this issue, while providing a number of other big benefits that help small businesses perform like larger enterprises.

Projecting Professionalism

According to the [Pew Research Center](#), while nearly 15 million Americans are self-employed, only about a quarter have employees of their own. The rest of these entrepreneurs are busy building their brands without the help of a staff or, in many cases, a brick-and-mortar office presence.

A non-professional home or P.O. Box address can be a big red flag in the business world, which tends to scrutinize every facet of a company's image. Business mailboxes solve this problem by allowing entrepreneurs to project a greater sense of professionalism. While beneficial to just about any small business, this can be especially advantageous for a new brand with a weak or nonexistent reputation.

A business mailbox and prestigious address can be a big help to businesses that need to differentiate themselves from smaller competitors that continue to maintain non-professional addresses. It can also help alleviate concerns that may exist in the minds of existing and prospective clients. For instance, while clients might be hesitant to send sensitive materials to what appears to be a home address or PO Box, they rarely think twice about mailing to a professional physical mailbox.



Entrepreneurs can also leverage a professional mailing address to build prestige by adding the address to business cards, letterhead, websites and invoices. If the provider has multiple offices, the entrepreneur can even promote the appearance of having several offices in multiple locations. A professional physical mailing address also allows small business owners to register with Google Local, which requires participating companies to maintain local addresses and verify those addresses using Google Verification postcards.

In essence, a professional address allows entrepreneurs to focus on their business goals without having to worry about appearances or budget standing in the way. The right provider can also offer a number of professional services to help a small business become more secure, more agile and more productive.

Increased Security

While smart businesses rarely conceal their locations, there are times when it may not be prudent to advertise an address. Take, for instance, a criminal defense attorney who deals with interesting people; clients who don't need to know his or her physical address, especially if it's a home office. With a specific business mailbox, this person can safely do business, while maintaining strict boundaries. A physical address can also allow small businesses to safely register with websites and other services in the public domain without having to provide an actual home or office address.

To ensure a worry-free situation, however, entrepreneurs must carefully select a mailbox provider. If the provider stores everyone's incoming mail all together in a rubber band beneath a reception desk, documents could be lost or - even worse - fall into the wrong hands. In turn, it's important for small business owners to carefully vet a mailbox provider to make sure mail is kept separately in private, locked boxes that can be accessed 24-hours a day, using private individual keys.

Ensuring Convenient Access

While having a virtual, prestigious address can make a business look more professional another important purpose is to collect and access mail. Unfortunately, this can become an inconvenient process if the provider only allows access during business hours when a receptionist is present. To take advantage of timely opportunities, entrepreneurs need to be able to access mail any time of the day or night, on weekends and holidays. This is why it's so important for businesses to choose a provider that offers 24-hour access, Monday through Sunday, even on Christmas morning.

Establishing a Local Presence

While countless entrepreneurs use addresses to project professionalism, others leverage these business assets to expand their reach. By allowing companies to acquire addresses in various cities, prestigious addresses make it easier for businesses to make inroads into new markets. It could be a law firm looking to establish itself in other parts of country or an international business that needs to project a U.S. presence. Whatever the case, a virtual mailbox can help a company expand its reach if the mailbox provider has multiple offices in major metropolitan areas. By contrast, a basic PO Box clearly suggests that the address is not where the business is run from.



Comprehensive Services

A traditional mailbox can provide a basic solution for off-site mail collection; however, the nature of the PO Box can sacrifice a business's image. While clients are able to easily recognize a PO Box address, virtual mailboxes are designed to look much more professional. At Intelligent Office, they also come with comprehensive services that extend well beyond simple mail collection.

The right provider is able to accept deliveries and store oversized packages. An established provider will also have a trained staff that can open mail at your request and forward important documents to your location. The staff should be able to scan relevant items and send them to you via email or text. If necessary, the provider could even pay invoices or deposit checks without you ever having to visit the office. This is an especially valuable benefit for modern entrepreneurs, who spend at least 52 hours a week working their businesses, according to [surveys](#).

The right mailbox provider, such as Intelligent Office, can also offer coworking space, executive offices, highly-trained assistants and well-appointed conference rooms. These types of scalable, a-la-carte services can further bolster a small business's image among clients, while helping to reduce operational expenses.

Intelligent Office can offer more than just a simple mailbox; it can become a valuable extension of your company, offering comprehensive support that's tailored to your unique business needs.



INTELLIGENT OFFICE

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of Intelligent Office's many services.**

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