

## What does your office / workspace say about your business

Contributed by Quinton Oosthuizen  
Monday, 10 May 2010

Ever wondered what image your office location projects to those visiting and working there?

This will be greatly effected by whether or not you have the sort of business that clients come to you or if you go out and see them at their homes or businesses. However the condition and style of the office should not be cast aside because of this; the type of office you have is also important for your employees and their general state of mind, depending on the type of industry.

Lets assume you are a client facing business. Your office will certainly form a big part of what your clients will think about your business (may even be their first impression). It is important to pick an office that projects the right image of your business and industry.

Lots of ad and media agencies will pick quirky offices with unusual layouts and bright colours, as they want to project an unorthodox and creative image to their clients. One such office I know of had a fully fledged bar adjoined to the main reception area and the office was open 24hours a day!

Contrasting to this is what a private equity firm would want; a prestigious location, high grade office space, a professional reception with more formal to earth type colours and no gimmickry. You wouldn't want your fund manager drinking a scotch on the rocks whilst deciding where to invest your money. These are at either end of the spectrum and for these industries it is easy to identify suitable office space as, firstly, they know the image that they want to project and secondly image is VERY important to their business.

For those in the middle, which would be the majority of businesses, it may be harder to decide as could be of less importance. For a Business that sells fridges and the accompanying spare parts to student residences, it would not gain much benefit from having a business in the Convention Towers, and would be better with a budget office near universities and colleges. The purchasers will not expect and would probably be surprised by a company like this having their office in a R150/sqm building. If I was making an order I would be slightly suspicious of why the company was paying so much for an office location, are they profiteering by over-charging customers?

Sometimes, although not in the majority of cases, it is better to look cheap. Turning up for a business pitch in a Gallardo wearing a pair of Aviators is not always the best way to carry favour from prospective clients, all dependent on the industry you representing. However, I would say that you should always try and get the best quality office space that your budget can stretch to. Saving money in the short run may cost you in the long term through all sorts of avenues such as staff retention, recruitment and morale as well as maintenance costs.

Staff also needs to feel safe, inspired, energized and free / comfortable in the space that they are working as an unhappy worker does not give their best for the company. Heating and cooling plays a huge role in the comfort of all in the premises (staff and clients). Google have a very easy go lucky office set up where staff can sit at desks, lay on the floor or hang upside down if they like.

Others have child care / after school care on site for businesses that employ many young ladies that may have young children.

Location &ndash; location - location is just as important for staff as it is for clients and the general look as they need easy / safe access to public transport if the business employs this type of people.

When renting a serviced office, more often than not, you will get a good quality office as the providers want to attract potential tenants. If you rent using any of the big players in the industry, you are certain to get a high quality office. These service providers did not become so big by supplying shoddy offices! If you are looking for this type of office or a satellite office, contact me and I will put you in contact with the correct people.

About Quinton Oosthuizen  
Commercial & Industrial Property Broker  
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Quinton and his brother Theo work as a team, and have their roots in the building industry, spent many years in construction and renovating buildings.

Both have made the obvious progression to Real Estate, following their passion for property.

Now offer a fully rounded service in the Sale / Purchase and/or Rental / Letting of Commercial / Industrial property, with the years of building experience to guide clients on the customizing of their business's new homes.

Putting YOUR Business in the Rite Place at the Right Time!

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