

## 5 QUESTIONS

When deciding where a company should locate its offices, a variety of issues can surface. Answering the following questions should help you in choosing what's best for your business.

Where do my employees live?

Knowledge-based employees are different from any other type of employee. They take the inventory home with them every night. Placing an office in a location that is either difficult or time consuming to get to is a liability. Check to see where your current employees live, where your future employees will come from, and determine what is the most convenient.

Where do I need to go?

The rapid growth of the Lowcountry has both positive and negative aspects. As more people move to the Lowcountry to share the history, beaches, and hospitality, we need to be more thoughtful in our approach to our workspace. Evaluate where your current customers are located and determine where your future clients will be. Where do you or your employees need to travel to regularly (suppliers, vendors, restaurants, airport, and events) and determine what is the most efficient.

Who will be visiting your office?

In today's fast paced environment, all of us are trying to cut unproductive time from our schedules. Clients, vendors, and partners, want to be able to reach you with as little downtime as possible. Where are these individuals coming from and how long is it going to take them to get to you?

What is the quality of the building you're currently in, and how does the building management treat you?

Moving into space that is of poor quality or having a property manager that treats you as a problem instead of a partner does not make for a productive environment. Signing a lease should not be the end of the interaction but instead the start of a partnership that is beneficial to everyone.

What are the true costs for the space?

When looking at the cost of an office, it is most common to quote a dollar amount per square foot. However, then the confusion begins. Triple net, gross plus, common charges, core factor, parking fees, marketing fees, transfer charges, and the like are all costs that will figure into your monthly lease payment. Comparing total costs between spaces is critical. In addition, one should also consider the costs that are more difficult to measure such as commuting time.