

# Business Mastery

*§5 Business Fundamentals*

*Location, Location, Location*

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# Location, Location, Location

## Zoning Regulations

- Home Office Requirements
- Variances

## Leasing Agreements

- Negotiate a Fair Lease

## Office Design

- Ambiance
- Professionalism
- Sensations
- Layout
- My Ideal Session Room



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## Relocating Your Practice

- Moving Within the Same City
- Moving to a New City

# KEY

## *Terms*

- Ambiance
- Chamber of Commerce
- Commercial Zoning
- Feng Shui
- Industrial Zoning
- Lease
- Networking
- Professionalism
- Residential Zoning
- Sensations
- Special Exemption Permit
- Variance
- Zoning Ordinance
- Zoning Variance

# Location, Location, Location

*You spend a lot of time in your office, so it's critical to choose a location that you like and that also attracts clients, fits your business image, accommodates your business needs in terms of size and layout (and potential expansion), is properly zoned, and is priced within your budget.*

- Choose an office location that's convenient to the majority of your clients

# Zoning Regulations

- You must know the local zoning requirements before opening up a business, buying an existing practice, or even remodeling your current office space.
  - The two main purposes for licenses and permits are raising revenue and protecting the health and safety of the public
  - Keep in mind that ordinances are amended frequently, and just because a similar business is in operation, doesn't mean that yours will be allowed.

# Zoning Regulations *(cont.)*

- Home office requirements are often more stringent than those for commercial office space.
  - Residential offices are often restricted to the amount of vehicular traffic generated, parking, the numbers of clients allowed in the home at any one time, signage, hours of operation, the percentage of floor space devoted to business, and storage facilities
  - Many permits require a separate office entrance with an attached bathroom

# Zoning Regulations *(cont.)*

- If you're found in violation of a zoning ordinance, you're sent a notice ordering you to cease your business and must file an appeal immediately or cease operations because every day you continue to operate can be considered a separate violation
  - If you need to alter the current zoning requirements to legally run your business, begin by meeting with city officials to ask for a zoning variance or "special exemption" permit
  - If that fails, go to zoning board

# Leasing Agreements

- Before signing a lease, make sure the office space is right for you.
  - Research the history of the office.
  - Get listing of other current tenants.
  - Inspect the physical structure.
  - Check if space has been cited by building and fire inspectors.
  - Find out restrictions and actual costs of any necessary adaptations (e.g., custom build-outs) and miscellaneous requirements.
  - Negotiate a fair deal.



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# Office Design

- The major elements involved in office design are ambiance, professionalism, sensations (scent, sight, touch, and sound), and layout.
  - Review your client base and identify your major target markets to consider what would be an ideal space for them.
  - Your office design may need to be developed in stages.
  - If you're sensitive to energies, consider hiring a feng shui consultant to enhance the energy flow and to create an overall sense of wellbeing throughout the office.



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# Office Leasing Checklist

## Logistics

- Is the building in an easily accessible area for your target markets?
- Is there adequate parking, storage, and space for signs?
- Do other allied professionals work nearby?
- Will your clients feel comfortable transitioning from your office to the outside—or will it be culture shock?

## Ambiance

- Does the location and the building itself fit your image?
- Are other businesses in the building compatible with your practice?
- Is the noise level suitable? (It's difficult to mask the sounds and vibrations if loud businesses are housed next door.)

# Office Leasing Checklist (cont.)

## Comfort & Safety

- Is the building in a safe neighborhood?
- Is the building accessible to the physically challenged?
- Does the space provide privacy and security?
- Are utilities sufficient (is air conditioning/heating adequate)?
- Do you have direct access to the temperature controls?

## Remodeling & Improvements

- Can you alter the layout?
- Do premises need major improvements/remodeling to practice?
- Once you've furnished and organized the space, will it blend in with the style and decor of the rest of the building?
- Does the premises provide space to expand your business?

# Office Leasing Checklist (cont.)

## Business Terms

- What are the terms of the lease?
- Who is responsible for the repairs and maintenance of the premises?
- Who is responsible for upkeep or possible replacement of major items, such as the roof or air conditioning unit?
- What type of insurance coverage is provided? Who pays the utilities, taxes, and insurance?
- What are the sales options or renewal provisions?
- By what formula are lease increases determined?
- Can you sublease, and, if so, are the terms the same as the original lease?
- What are the signage requirements?

# Relocating Your Practice

- Moving provides an opportunity to re-evaluate life and business, implement changes, meet new people, and revitalize your practice.
  - If moving within the same city more than several blocks, may affect your clientele
  - Help retain clients and foster goodwill by taking the time to communicate the benefits of your relocation to your clients
  - Reconnect with clients with a moving announcement
  - Notify all clients and associates ASAP!
  - Opportunity to generate new clientele

# Moving Checklist

- Personally talk with regular clients (after decision is set).
- Send moving notification (3 weeks prior to moving date).
- Review files.
- Organize paperwork into active and archival boxes.
- Make an inventory list.
- Clean new office before moving.
- Hire movers.
- Schedule an open house.
- Send a second announcement (1 week prior to move).
- Call current clients.
- Introduce yourself to your new neighbors.
- Forge alliances with businesses.
- Gain visibility in the local community.
- Post new address at previous location.
- Send a final announcement (once you're settled in the new location).

# Sample Flyer



**Grand  
Opening  
Nov. 1st**

**123 Breeze Court • Sea City, NJ**

**Come celebrate with us in our new, larger facilities  
on Saturday, November 1st from 10am to 2pm.**

We will be serving refreshments, providing mini-workshops on stress reduction techniques, and offering complimentary auricular acupuncture treatments. Please join in the fun and bring a friend.

**Redeem this invitation for  
\$10 off your next session!**

**908-555-5555 • [www.stressbusters.com](http://www.stressbusters.com)**

Figure 16.3, page 228



# Relocating Your Practice (*cont.*)

- Make moving to a new city smoother by:
  - Researching the new location carefully.
  - Networking and cultivating your referral base.
  - Go on a scouting expedition!

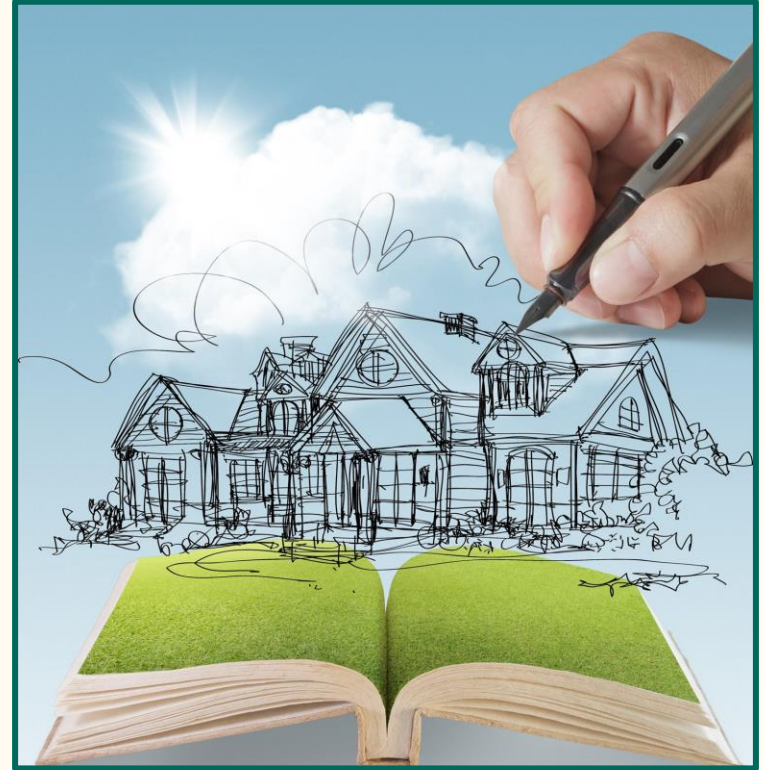


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# Highlights

Before finalizing an office lease, use the Office Leasing Checklist in this chapter, research the office's historical information, physically inspect the site, and review all legal documents with an attorney.

Know what the zoning laws are in the area you want to establish your business. Just because a similar business is in operation there, doesn't mean yours will be allowed.

Home offices are more stringent when it comes to requirements than commercial office space. Check with your deed and county/city to see what the laws entail.

## Highlights (*cont.*)

If you've been found to be in violation of a zoning ordinance, you must cease business immediately. You can appeal the decision and work toward getting a variance with support you've garnered through the members of community and adjacent businesses.

When leasing an office space, be sure to get everything in writing to avoid any disputes. This includes any restrictions or costs of necessary adaptations to the space.

## Highlights *(cont.)*

Create an office design that takes into account the needs and preferences of your target market; aim for a warm, welcoming space with a tranquil ambiance.

Consider hiring a Feng Shui consultant to enhance the energy flow and create an overall sense of wellbeing throughout your office.

When relocating a practice, research regulations, establish a local network of professional resources, and send a mailer to communicate the benefits of the move to your regular clients. Offering a new office promotion is often a good way to boost business.

## Highlights (*cont.*)

If relocating a business to an entirely new city, be sure to network before you actually move to see if there are any mutual benefits or alliances that can be made. It's good to meet with these people when you are scouting for your new location.