



## **SCORE column: Virtual tenancy, assistants available**

In the next few weeks, this column is featuring various options for business locations.

Steve Greenfield, SCORE counselor and owner of Greenfield Invention and Patent Consultants Inc., has a home office. He said he doesn't like to have client meetings at his home. He recently started contracting with the Advance Business Center at NWTC for "virtual tenancy" space.

Virtual tenancy provides an excellent option for businesses that operate out of their homes. Entrepreneurs maintain their home office, but can gain professionalism by using the Advance Business Center for meetings with clients and as an address for business mailings.

According to Lisa Harmann, program manager, virtual tenancy allows professionalism, credibility and interaction with other entrepreneurs.

"It is a place through which to connect to the strong entrepreneurial community, develop an on-site professional presence and form business relationships – all without occupying physical space here," Harmann explained.

Greenfield pays a small monthly fee and uses conference room space for client meetings on a regular basis. When planning a meeting, he simply calls the receptionist to arrange for space and meets his clients at the center. He still uses his home mailing address, but has found the virtual tenancy to be a great option.

For some entrepreneurs, as the business grows, there is also a need for assistance with administrative matters. Joyce Nelson, owner of Joyce Ventures, has found that "virtual assistants" fill this need. A virtual assistance (VA) provides various levels of expertise and might provide general or specialized services. The VA could be located anywhere in the country, and jobs are handled on-line or by telephone.

Nelson first learned about VAs about three years ago through her global networking on [www.perfectnetworker.com](http://www.perfectnetworker.com) and was educated in the diverse skills and benefits offered. She currently uses two VAs and highly recommends them.

"The benefits are that they can work directly with you, the person that hires them, or they can work directly with a customer or client depending on the VA and type of need," Nelson said. "I use SKYPE to talk to them in person and screen share when more collaboration is needed.

To find a VA, Nelson recommends connecting with others in the Perfect Networker community and taking time to interview the person to make sure that the skills match your need. For assistance, she can be reached at [info@joyceventures.com](mailto:info@joyceventures.com). Information about virtual tenancy is available at [www.advanceincubator.org](http://www.advanceincubator.org) or by calling Harmann at (920) 496-2110.

SCORE will feature Innovative Options for Locating Your Business on 7:30-9:30 a.m. March 24 at the Business Assistance Center as part of the BAC Entrepreneurial Innovation Series. Cost is \$10 including breakfast and reservations can be made at (920) 496-9010.

**Tina Dettman-Bielefeldt is co-owner of DB Commercial Real Estate in Green Bay and assistant district director for SCORE, Wisconsin.**