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Edition *Six*

WHEN IS A GOOD TIME TO RELOCATE YOUR OFFICE?

This is a question you may ask yourself if you're a small to medium sized business owner particularly if you're home based.

Perhaps you're sitting in your current environment considering if it supports the professional image you're trying to convey. Or you may have outgrown your existing space and need additional space to grow your business.

Are you concerned about inviting clients into your office because it's outdated or not in an appealing location? Or does working from home make it difficult to define 'work' and 'family' time?

There are many reasons for considering an office move.

Before taking that next step you're likely to want to identify certain criteria you need in your new business location? If you wrote a list of items you'd like in your new office what would that list contain?

Would you want an office with integrated services and facilities* that provide you with:

- a welcoming concierge to greet your visitors and direct them to your office or destination of choice within the building,
- the latest IT and phone infrastructure giving you high speed internet and a reliable phone service as well as ongoing onsite support,
- a stylish business lounge for high level discussions and/or networking,
- business continuity so you can be up and running within 24 hours of relocating,
- private meeting rooms to conduct internal or external meetings,
- an onsite cafe for coffee, lunch or catering needs,
- bicycle racks and an onsite gym to maintain fitness and work/life balance and secure onsite parking and storage.

Property developer Capital Corporation set a new benchmark in strata office accommodation when they created an office which contained all of these services and facilities at Nexus Norwest in Norwest Business Park (below).

* Services and facilities provided by third party operators may attract additional charges.



WHAT NEXUS OCCUPANTS HAVE TO SAY



It's what business owners such as Wayne Sterry (left), director of ActionCoach Business Coaching Baulkham Hills looked for prior to relocating to his Nexus Norwest office. *"The facilities made the transition to Nexus easy. After a simple request to organise power, phone, fax points and all services we turned up with the furniture and started work. I remember at the last office I was at it took two weeks to get the phone and broadband connected."*

In addition to market leading IT and phone infrastructure Nexus Norwest offers occupants an environment to foster relationships with other occupants, *"...being at Nexus definitely increases networking opportunities. It has led to leads and clients for my business. I believe client retention will be better because my office presents in a very positive manner... something my home can't do."* Mr Sterry said.

It's a similar story for Fiona Morsink-Ryan of web and graphic design firm Art Attack (right). *"...it has been great being surrounded by other medium and small business owners who are friendly and supportive. Being in a business park is great for our business and separating home and work is good for our sanity."*

Ms Morsink-Ryan also offers business owners looking for a new office the following advice, *"...look for an office in a building like Nexus with a friendly, professional atmosphere and flexible services that can help your business when needed. The Nexus services have meant that we can get on with work and not worry about the things which waste so much time."*



NEW OPPORTUNITIES AVAILABLE

There's no doubt the high level of facilities available at Nexus Norwest have led to high occupation and demand. Interest in this type of office accommodation has enabled Capital Corporation to fast track its next development Atlas Norwest.

Using learnings from award winning Nexus Norwest will ensure that Capital Corporation will again set a new benchmark in integrated services and facilities at Atlas Norwest. With close to 50% pre-committed prior to construction, interest is strong.

Atlas Norwest will incorporate all of the facilities available at Nexus Norwest and so much more. The good news for business owners looking to relocate is prices remain competitive ensuring you get so much more for your dollar.



**Artist's Impression of
Atlas Norwest**

Opportunities are available for owner occupiers and investors looking to buy or businesses looking to lease with sizes to suit any enquiry. Securing your future office space today gives you peace of mind and valuable time to plan your relocation.

For any further information contact Capital Corporation on (02) 8853 5000

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