



INTELLIGENT OFFICE

# How to Reduce Your Firm's Overhead, Increase Billable Hours, & Get More Done.



As a busy lawyer with a thriving legal practice, you likely have a lengthy to-do list that never seems to end. If you're responsible for practicing law and running the business, your list of daily obligations will be even longer.

A lawyer who advocates on behalf of clients while also operating the firm might have a to-do list that looks a bit like this:

- Meet with new clients
- Draft and proof new briefs and motions
- Research and prepare for counter-arguments
- Book space for upcoming mediations
- Check office supplies inventory and order more supplies
- Plan and book travel for upcoming cases
- Find a secure location to store and access files while in court for upcoming cases
- Review new discovery from opposing counsel
- Research new case management systems
- Plan marketing and outreach initiatives for next quarter

That's quite a list, and it's enough to frazzle the nerves of any legal professional or business owner. If you're feeling stressed out about your own list of responsibilities right now, there's some good news:

**There's an easier way to practice law and run your law firm... without losing sleep or skipping an important family event.**

# Introducing: Virtual Business Services

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The term “virtual business services” encompasses a wide array of solutions that lawyers can use to win in key areas of their practice. Every provider will offer a different menu of solutions, but at Intelligent Office we break things down into two main categories: virtual office spaces and virtual office services.

## Virtual Office Spaces: Physical Office Space & Meeting Rooms (No long-term lease required)

Virtual office space can be rented for as long (or as short) as you need. Whether you need space for a few days to prepare for trial in another city, or a longer-term location to hunker down and build your practice, you’re free to choose the timeframe that best suits your needs.

Individual virtual office spaces are private, distraction-free zones designed to maximize productivity. They’re professionally furnished, so all you need to do is bring your laptop or computer.

Rentable virtual meeting rooms give every law firm access to the same infrastructure that Big Law relies on to hold meetings, host depositions and mediations, and more. The days of battling projectors and rushing to set up are over — those details are all handled by the virtual space provider. Some providers, including Intelligent Office, even welcome guests, serve them coffee and water, and make sure they’re comfortable.

## **Virtual Office Services: Virtual Addresses, Phone Answering, & Virtual Assistant Services**

**(Delegate administrative tasks without any headaches)**

Similar to virtual office space, virtual office services are also on-demand and à la carte. That means you only pay for the support you need when you need it.

For example, you could utilize phone answering services during trial preparation. When you need all hands on deck to get ready for a case, this virtual service means your firm's calls will still be answered, every single time.

Many lawyers also rely on phone answering services to handle all incoming calls, so they can spend more time on billable hours.

All phone answering providers will answer calls using your firm's name, but that's just the beginning. The right provider will deliver a fully personalized service and your callers will never realize they're speaking to a virtual receptionist.

It's like having a dedicated, full-time receptionist on your team — without the price tag.

Phone answering is one virtual service that helps lawyers get more done in a day, but virtual assistants take this support a step further. These professionals can be counted on for all of your administrative needs. Think back to the to-do list at the beginning of this discussion — with a virtual assistant, you wouldn't even need to add those to your list.

Finally, we have virtual addresses. This service allows you to send and receive mail in prestigious office locations across the United States and Canada. Use your new address on business cards, letterhead, on your website, and elsewhere. Some lawyers even rely on virtual addresses for their satellite offices, which helps them develop a local business footprint in new regions.

## **Virtual Business Services Are Built For Every Legal Practice**

**(Including yours)**

These services are beneficial for legal practices of all sizes, including large firms, small firms, and solo legal practitioners alike. They're affordable and easy-to-use. You can implement them as a supplement to a home office or traditional brick-and-mortar space. At Intelligent Office, some of our members even use virtual services and spaces to run the entire business.

Now that we have the basics covered, let's take a deeper dive into the benefits of virtual business services for lawyers.

## Virtual Spaces: A Custom Solution That Lowers Overhead

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Time and time again, lawyers that rely on virtual office space and virtual meeting rooms cite two big benefits to using these tools in their legal practice: lower overhead costs and easy customization.

Virtual office space can be rented for a fraction of the cost of a traditional office lease. These spaces are equipped with everything a professional office space needs, like printers, scanners, conference room equipment, a fully stocked kitchen that all members share, and other essentials.

The rental terms are fully customizable and can evolve with your practice, too. Any business owner who found themselves stuck with an expensive commercial lease during the coronavirus pandemic already knows how financially painful those commitments can become.

### Real-World Examples of How Lawyers Use Virtual Spaces

While cost and customization are important considerations, you're probably wondering how these benefits play out in real-life legal situations. So, let's take a look at four examples that highlight the power of virtual office space.

#### **Example 1: You need two similar (but 100% private) rooms for a mediation.**

Mediations require a neutral location that all parties agree on and virtual office space can be the perfect solution. Finding two secure and private conference rooms in the same office suite can be tricky, but many virtual office space providers have several options to choose from.

Renting a conference room is also a great option when faced with a potentially inflammatory situation. The rooms are large enough to accommodate all parties and the space makes it easier to maintain decorum.

#### **Example 2: A solo lawyer working from home is in desperate need of peace and quiet.**

During the coronavirus pandemic, this scenario became all-too-familiar to lawyers and other professionals around the world. Working from home can be convenient, but it can also test your patience and ability to focus, especially if you have kids or share your home office with another full-time professional.

A private, virtual office is an affordable solution that can help you (finally) get some work done. You could rent space one day a week, a few days a month, or whatever schedule makes the most sense for your lifestyle, professional needs, and budget.

**Example 3: The opposing party sends mountains of documents during the discovery process.**

Even with the advent of e-discovery practices, no lawyer is immune from a barrage of physical discovery. If you work from a small office, there's simply no place to easily review everything.

That's where rentable virtual office space comes to the rescue.

In this scenario, you can rent a conference room or private office to review and organize all of that evidence. The space can be securely locked when not in use, and you can rest easy knowing that the office suite's staff will keep a close eye on things.

**Example 4: A family law lawyer needs to meet with clients in a neighboring city.**

Virtual office providers like Intelligent [Office have locations across North America](#). No matter where your cases take you, it's easy for members to find a meeting room that works for everyone.

**Example 5: The courthouse isn't anywhere near the office, but you need access to important physical files while litigating a case.**

When the courthouse and your usual office aren't in the same region, opt for a multi-day office or meeting room rental. These spaces are private, secure, and confidential, which makes it easy to store and access important documents and files. You can also use the space to prepare and debrief each day.

According to lawyers like you, additional benefits to virtual spaces include:

- Convenient locations in well-known business areas (simply look at [Intelligent Office's directory of locations across North America](#) to see the possibilities.)

- Quiet, distraction-free work areas to tap into deep focus.
- The convenience of being able to reserve two non-adjacent rooms for mediations.
- Front desk reception staff who provide a warm and professional welcome to visiting clients and other guests.

*Soon-to-be lawyers, virtual space is for you, too!*

Virtual office spaces aren't just for practicing lawyers. They're also a great tool for law students and future lawyers who need a quiet space to study. This is especially true if you don't have access to your usual study zone, which is something that happened frequently during the global coronavirus pandemic.

## **Virtual Services: Confidential Administrative Support That Balances Work and Life**

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Lawyers who opt into virtual services find themselves with more time to spend on the things in life that matter most.

With a virtual assistant, you can spend more time on billable hours instead of haphazardly answering client calls as they occur. With all of the time you'll save, you'll also have more time for friends, family, and your favorite hobbies and passions. Work-life balance can feel elusive, but the right support can make all the difference.

### **Example 1: Virtual Assistant Services**

Take administrative tasks off your plate with the support of a virtual assistant. At Intelligent Office, we call these professionals Intelligent Assistants, and you can think of them as an extension of your own team.

Every Intelligent Assistant has been trained and onboarded according to our high standards, so all you have to do is train them on the specifics of your law firm. There's no need to create a job posting, sort through resumes, or conduct interviews — we handle that for you.

Like all of our services, virtual assistant support is 100% customizable. You can utilize full reception and assistant services, or create your own mix. Delegate tasks like phone answering, scheduling, and filing to your new assistant, or rely on them to manage the administrative side of your entire practice. Our Intelligent Assistants even work directly with your customer relationship management (CRM) tool and calendar programs to ensure there aren't any double entries on your schedule.

No matter which services you choose, it will be far more affordable than hiring a full-time team member.

## **Example 2: Phone Answering Services**

Clients expect their calls to be answered, but you don't always have the time or bandwidth to field those calls. Some lawyers are tempted by pre-programmed auto attendants, but no one wants to speak to a robot when they have a question about a sensitive legal matter. Prospective and current clients want to speak with a real human.

With a virtual phone answering service, you spend less time screening calls while simultaneously enhancing the level of customer service your legal practice provides.

Your virtual receptionist will make sure clients receive top-notch service and you won't have to worry about interruptions. You can even provide guidance on what constitutes a true emergency, just in case a serious matter needs your immediate attention.

Some virtual service providers, including Intelligent Office, even offer extended phone answering hours. With this option, your law firm's calls will be answered 24 hours a day, seven days a week.

However, lawyers should remember that all phone answering services are not created equally. Some providers outsource to low-cost call centers to save money. This means you never know who will be answering your firm's calls, and you never know what type of quality you'll receive. When you partner with an Intelligent Office location, though, you know that your callers will be speaking with a local team who can provide an extra dose of personalized service.

## **Example 3: Virtual Business Address**

There are plenty of benefits to a virtual business address:

- They protect your privacy and make it easy to keep your personal and professional life truly separate. With a virtual business address, lawyers who work remotely don't need to use their home address for business purposes.
- The optics of a premier business address can give your firm a competitive edge, and there will always be someone at the office to receive important mail.
- Plus, this service makes expanding your practice and establishing a local footprint a breeze.

Let's get into some more detail on that last point, because it's an important one. A virtual business address allows lawyers to maintain multiple offices. That could mean satellite offices across a single metropolitan area or a network of locations across the entire North American continent. No matter where your clients are, you'll always have a nearby office.

If you want to establish a business footprint in a new location, a virtual business address is a low-cost, no-hassle way to demonstrate a commitment to the local community. If you decide to utilize additional virtual office services, like office space, you'll also get the added value of a built-in professional community in your new location. All of these benefits work together to help you grow your legal practice year over year.

## See How Virtual Business Services Can Transform Your Law Firm

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Now that you've learned how virtual business services can help your law firm run more intelligently, efficiently, and profitably, [fill out this simple online form to receive a personalized quote for your practice.](#)

Your local Intelligent Office branch will be in touch to help you develop a personalized program that's designed to save time, money, and energy. Think of us as your Path to Freedom™, helping you achieve success – whatever success means to you.