

Ten Tips for **BUSINESS RELOCATION**

Make your move **smooth** and hassle free



Properly planned, business relocation can turn an expense into an improved 'bottom line' result.

The RIGHT location can give you an opportunity to manage operating expenses more effectively; change inefficient work practices with improved space design, increase staff productivity and lift your business image.

Following are 10 tips to a smooth, hassle-free and more productive business relocation.



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Tip One Planning and documentation

Think about your business and legal obligations.

- It's crucial you get advice on all zoning and Council / government approvals early on in the process, well before you move. If you leave it until the last minute, you run the risk of discovering that you may not be allowed to operate.
- Understand the business 'drivers' that prompted the move. For example, do you need extra space, offer easier access to your existing customers or attract new customers in a high growth location? Write a 'mini-business plan' on how to best harvest the benefits of a new building and location.
- Get professional advice on lease/purchase contract terms, conditions and obligations.
- Audit and prepare a register of all key documents, furniture and equipment before the move. Prepare labels and floor plan layouts for major items before the move and keep the plan handy during the move.



Tip Two Have a relocation budget

Not having a budget is looking for trouble.

- Ask a relocation professional to quote on the move. It may prove more cost effective for you and staff to keep on doing what you do well, and let experts do what they do well.
- Consider relocation insurance and confirm your new property is insured.

Tip Three Pre-planning the new space

The move is an ideal opportunity to change inefficient work practices and improve work practices.

- Research shows that a poor workplace layout can cut productivity by as much as 20 per cent. Use this opportunity to consider the ideal workflow and how it can be facilitated into your workplace layout. (At, PWI we can offer you a no-obligation Design Brief service to help plan your building and maximise space usage. Call LouiseMcKean at 5437 6327 if you'd like to arrange one.)

Tip Four Communicate with customers and suppliers

Have a communications plan to ensure you tell everyone what you are doing.

- Tell customers and suppliers 3 months in advance, and tell them why you are moving.
- Prepare a media release of your move for the local paper to stimulate more business.
- Prepare a signage plan so you look great from the moment you move in.

Tip Five Changing Stationery and Furniture

Prepare an inventory of all furniture and stationery.

- Six months prior to your move undertake a stock take of all your office stationery (invoices, statements, letterheads, business cards etc) to assess what needs to be replaced and what can be modified at minimum cost.
- Consider if the new location, improved work space and equipment offers a marketing opportunity on your new stationery. If it does, make sure the necessary changes are made.
- Check your furniture and equipment register against the Design Brief (see point three above). The cost of replacing some furniture and equipment may be balanced by productivity gains.
- Talk to your accountant and bank manager about the benefits of purchasing or leasing your new furniture and equipment. What's best for the business? Free up working capital or depreciation benefits?

Tip Six Utilities and IT

Don't assume suppliers of power, water, waste and telephone/internet/email etc will be available when you want them.

- Prepare a full utilities plan and assign a staff person to follow through all supply details and timing.
- Check the capacity of the current supplier to suit the new location.



Tip Seven Using DIY Transport for the move

Relocation is a demanding project management exercise. An effective relocation can be the first step to building a better business.

- Focus on achieving improved space efficiency and better work practices to justify the cost of getting in a professional.
- Be sure insurances and OHS obligations are fully understood. People working outside their area of skill can be a danger to themselves and a costly exposure for you.
- Draw up a building layout plan with all cartons and furniture numbered to match the right location in the new building.

Tip Eight Get Staff input

Staff work better in an environment they like.

- Get them involved and excited. They often see space and efficiency problems but think it has nothing to do with them.
- Harness and put this knowledge to work with staff meetings and structured questionnaires.

- If you involve staff check all OHS obligations and have reasonable insurance cover.

Tip Nine Have an Exit Strategy

To avoid an upset landlord or unhappy customers plan how you will leave the old premises.

- Prepare an action plan three months in advance for mail and telephone redirection, discontinuing previous services and preparing re-direction signage at the old address.
- If you lease your current premises check your 'make good' obligations.

Tip Ten Ask for help!

Put experience to work!

- Get quotes from professional 'movers'. Their equipment, expertise and experience can save thousands.
- If you are not ready to move and are still looking for new premises, call us and we'll be happy to send you a free copy of our '7 Steps to find the best location presentation and checklist' and the 'PWI Design Brief and checklist'. These can help find the best location and design a building space that lifts your productivity.

Want to know more?

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