



### It's Not Your Father's Office Anymore

Individuals and businesses alike are embracing the idea of working remotely at an ever-quickenning pace," says Ralph Gregory of The Intelligent Office in an interesting article titled "It's Not Your Father's Office Anymore." Launched in 1995, the Intelligent Office offers a smart alternative to traditional offices and executive suites by combining the benefits of physical office space with the flexibility of virtual office solutions. With a growing network of franchises, The Intelligent Office provides 'Class A' office space and business services to home-based professionals who only need office space on an occasional basis. The franchise company has 24 locations in 14 states with another five being constructed and opening within four months. Canada will also have its first Intelligent Office early in 2005.

"Watson Wyatt Worldwide, a Washington-based benefits consulting firm, predicts that half the workforce will work remotely in 10 years," says Gregory in his article. "IDC, a market research firm in Framingham, Mass., expects the number of office-based mobile workers to reach 55 million by 2004. This seismic shift is by no means confined to corporate culture. It has been the individual and very small business pioneer that has really advanced the frontier of working remotely. Lone Eagles, home-based businesses and 'virtual' companies reap the largest rewards in terms of their bottom line and personal quality of life. However, without the resources of a large company, many of these organizations have suffered from a diminished professional presence and the very real discrimination of a 'mom and pop' image."

In chatting with Gregory by e-mail, he added: "As a corollary to our thinking, there is a new book out entitled *The Wisdom of Crowds* that posits that some large socioeconomic movements are preceded by individual decisions by many people that often escape the notice of the 'experts.' We couldn't agree more since our growth both nationally and internationally has been pretty much ignored by the mainstream media and commercial real estate industry. The individual decisions of people like you and the thousands of clients of Intelligent Office are mute testimony to the desire for people to assert more control over both their business and personal lives by working remotely."

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**About Barbara Brabec:** Barbara Brabec is a long-time leader in the home-business and crafts industries, and has been working with and writing about home-based entrepreneurs and craftspeople since 1971. Self-employed for most of her adult life, she is one of America's best-known home-business authors. Barbara's books include *Homemade Money* and *Creative Cash*, both of which have achieved classic status, each with more than 120,000 copies sold. *Homemade Money*, called the most comprehensive home-business guide in print, has long been recommended by U.S. Small Business Administration specialists and used as a text in entrepreneurial courses across the country. Source: [barbarabrabec.com](http://barbarabrabec.com)