



### You Do the Math

You Do the Math... "Does the Internet increase or reduce the demand for office space?" That's the question a friend asked me last week. So when I glanced at the Franchising page in last week's Wall Street Journal, the headline "Conquer Space" caught my eye. (March 4, 2004)

Intelligent Office touted its "revolutionary" concept, which requires an investment of \$500,000. "This 9-5, Mon-Fri executive franchise offers a great lifestyle for America's burgeoning telecommuters as well as franchisees." Hint: It's all based on the idea "of using technology to help people work more affordably, efficiently and professionally all at the same time."

Franchisees lease 5,000 to 6,000 square feet at prominent addresses and divide the space into three conference rooms and 12-16 private offices. Each location is designed to accommodate over 500 customers requiring "up to 8 or less tele-secretaries." (Hence, the approximate ratio of one person per 10 square feet.)

Intelligent Office web site lists almost two dozen locations nationwide, including Intelligent Office® in Atlanta, located at two "prestigious locations" -- 10 GlenLake Parkway and 300 Colonial Center Parkway (Roswell).

"Work from home, work from anywhere... Just do it more professionally." That's Intelligent Office tagline. And I might add facetiously, "No more barking dogs!" ... What do you think? Is this franchise concept the wave of the future? Would you invest your money?

--Peter Pike

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