



TRIAD VIRTUAL PARTNER NETWORK

Enjoy the Benefits while
Increasing Your Revenue

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Executive Summary

Since being founded over a decade ago, Triad has provided virtual offices, office space, communications and meeting room services to many business professionals and businesses. Recognizing the value of business partnerships and the need for a larger scale marketing channel for independent workspace operators and business centers, Triad Virtual Offices of Triad Office Solutions established Triad Partner Network in 2022.

As virtual offices become more competitive, workspace operators have a unique opportunity to generate additional business by working closely with other marketing channels for workspace-related services. We see an opportunity to bring exposure to your location as well as free revenue without extra costs and that is why we developed Triad Partner Network.

THE NEW WORKSPACE



Enabling The Mobile Workforce

The rapid increase of mobile workers is transforming how companies and business professionals manage their businesses and interactions, providing them with greater flexibility and agility. The ability to tap this mobile anywhere, anytime approach requires great productivity and communications applications and on-demand workspace and services. Businesses and entrepreneur's leverage virtual office and meeting space solutions because of benefits such as low-entry costs and minimal overhead without sacrificing their company image and professionalism. For example, by using workspace-as-a-service models, businesses can get a professional business addresses that would be otherwise unfathomable.

For those seeking to expand operations to new locations, they no longer need to acquire an expensive lease and employ a receptionist for an office that is only used for a few days or weeks each month. They need a virtual office or business address plan.



Changing Workplace Dynamics

Technology disruption-ranging from the Internet to social media, to Wi-Fi and a Millennial workforce, which grew up with these technologies and holds a different idea of what constitutes an office, ⁽¹⁾ are changing the definition of where and when work takes place.

One of the factors driving this workplace transformation are the changing dynamics of the workforce--how, when, and where work is performed. Companies are abandoning the concept of workers sitting behind desks in permanent office spaces from 9AM to 5PM in favor of a virtual, more mobile environment.⁽²⁾

This is transforming how offices are designed and operated, as well as how much time employees spend sitting at their desks and working from a permanent office environment. ⁽³⁾ In fact, research shows that workers sitting at their desks peaks in most companies at 42 percent.⁽⁴⁾



Plotting The Opportunities Ahead

There are several ways workspace providers can pivot their business models to achieve better profitability while also expanding revenues. Specifically, there is still room to grow workspace as a service utilization rates without expanding capacity. Here, office business centers and coworking spaces can join the Triad Partner Network for help in filling underutilized capacity and increase revenue while expanding profit margins.

Yet, it goes beyond existing offerings. Office business centers and coworking space providers can easily and quickly market virtual office offerings with the help of Triad. Our solution employs best practices and is compliant with industry regulations.

TRIAD VIRTUAL PARTNER NETWORK



Partnering with Triad Virtual

Over the past decade, we have partnered with several providers, seeing tangible results, including higher revenues, more clients, more location awareness, and better profit margins. On an average, growing at least 90% every year.

Because we believe in the business model of partnering with other providers as an additional revenue stream, we also want to offer that opportunity to other office business centers and workspace operators. This allows them to utilize Triad's core service offering—Virtual offices and addresses in a few different ways.



Workspace providers that join the
Triad Virtual Partner Network
Generate thousands of dollars
In new revenue per year!

1. Triad Virtual Office Solutions

For providers like you that want to provide virtual office and address solutions under the umbrella of Triad Virtual Office solutions, you simply sign up (for free) as a Triad Network Partner, and Triad takes care all the initial compliance and setup such as the completion of the USPS 1583 Form.

You not only receive leads, but you will receive virtual office clients. The only thing you need to do is allow Triad to sell your address (or addresses if you have multiple locations). Any services you provide outside the business address service is your revenue to keep. Under the Triad Partner Network agreement, Triad pays you a flat fee of \$30 per client for address service and issues payments every month.

2. Full Time Space Referrals

Triad generates many full-time offices space leads and upgrades to full-time office space from virtual address customers every single month. For any clients with full-time space requirements, Triad asks for a standard 10 percent referral commission of the agreed upon lease value. Workspace providers can increase full-time space occupancy, grow revenues, and improve profitability.

Exploring Our Client Engagement and Services Delivery Models

Triad created client engagement and services delivery frameworks for all solution areas. Delivering turnkey solutions, Triad retains responsibilities for marketing, sales, payment processing, compliance, and other factors. Core components of the Triad Partners Network include:

- Virtual Office clients, not just leads
- Meeting Room bookings and Revenues
- New full time space clients
- Ability to increase variable service revenues
- Free advertising
- Monthly payments from Triad
- Screening of all customers by Triad
- Full CMRA compliance
- No bad debt, no collection hassles
- No cost to Participate

Triad Virtual Office Solutions

	Responsibilities	Sales Process	Provisioning	Invoicing & Payments
Triad	<ul style="list-style-type: none"> ✓Marketing ✓Lead Generation ✓Screening & Sales ✓Payment Processing ✓CMRA Compliance 	<ul style="list-style-type: none"> ✓Sell Virtual Office ✓Screen and Collect CMRA ✓Collect Set-Up Info ✓Collect Mail Handling Details ✓Sends New Client Alert 	<ul style="list-style-type: none"> ✓Send Client Set-Up Info ✓Sends Client Set-Up Documentation ✓Confirms Set-Up with Partner ✓Activates Client ✓Updates Partner on any Changes 	<ul style="list-style-type: none"> ✓Reconciles Partner Invoices ✓Issues Payment to Partner
Partner	<ul style="list-style-type: none"> ✓Virtual Office Address ✓Mail Handling ✓Other Business Services ✓Images and Information 	<ul style="list-style-type: none"> ✓Receive New Client Alert <p>(NOTE: Partners are not involved in sales process.)</p>	<ul style="list-style-type: none"> ✓Receives Client Set-Up ✓Provisions Client Services ✓Confirms Setup with Triad ✓Provides Services to Client ✓Confirms Changes (if any) 	<ul style="list-style-type: none"> ✓Sends Monthly Invoice for Virtual Office

Triad Full-Time Space Referrals

	Responsibilities	Lead Generation	Invoicing & Payments
Triad	<ul style="list-style-type: none"> ✓Marketing ✓Lead Generation ✓Location Qualification ✓Lead Information Sent to Partner 	<ul style="list-style-type: none"> ✓Follows up with Partner To Check on Status 	<ul style="list-style-type: none"> ✓Sends Partner Invoice For Commission
Partner	<ul style="list-style-type: none"> ✓Confirm Lead Received ✓Contact Lead with Full Time Office Pricing and Details ✓Send Partner Updates 	<ul style="list-style-type: none"> ✓Sends Lead to Triad if Lead is Interested in Office Space ✓Sends Triad Information such as: Start Date, Term Length, and Rate 	<ul style="list-style-type: none"> ✓Sends Payment to Triad ✓Notifies Triad if Client Renews Contract within First 12 Months.

Resources

¹Richard Fry, "[Millennials are the largest generation in the U.S. labor force,](#)" Pew Research Center, May 11, 2015.

²Ben Waber, Jennifer Magnolfi, and Greg Lindsay, "[Workspaces That Move People,](#)" Harvard Business Review, October 2014.

³ "[Latest Telecommuting Statistics,](#)" Global Workplace Analytics, accessed June 22, 2021.

⁴Ben Waber, Jennifer Magnolfi, and Greg Lindsay, "[Workspaces That Move People,](#)" Harvard Business Review, October 2014.