How to use Los Angeles Phone Numbers to create a local Presence by Kris Leut

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For a small, home based business, it can be difficult to break into large city markets. Consumers typically prefer local phone numbers with the belief that a company is local and can be accessed easily. Consumers prefer local phone numbers without the need for expensive long distance calls and this gives them a feeling of greater security. Therefore, a business has to establish a local presence.

Using local Phone Numbers

In order to establish a presence within Los Angeles, for instance, it is essential to have Los Angeles phone numbers. While a large company may simply place a new office into the area, few small businesses can afford to create the additional expense the overhead of another office would incur. Relocation is also not a viable option, because this would simply move the company from one set of potential customers to another, rather than expanding the targeted audience. The solution is to use Los Angeles phone numbers as a front and have calls redirected to the already existing office or home.

How is this Possible?

Businesses typically use virtual phone systems to establish a presence in other areas. Companies may, for instance, select Los Angeles phone numbers from a list provided by the company offering the virtual phone service. In some cases, the number will be routed directly to the home phone. For example, if a consumer makes a call from the Los Angeles area code 310, but the business is actually located in the New Jersey 732 area code, the business would have virtual Los Angeles phone numbers with the 310 area code, but the phone would ring on the 732 line.

Additional Options when using Los Angeles Phone Numbers

The majority of companies offering virtual phone systems include a whole range of additional services. Calls are not only forwarded, but it is possible to have them monitored, with private calls being forwarded to a different contact number to business calls, for instance; messages can be managed, there are usually voicemail options and often is it possible to offer multiple extensions. Some companies will actually handle calls for clients, making it possible for multiple callers to be dealt with at the same time.

The Advantages

Using Los Angeles phone numbers not only makes it possible to establish a presence within the Los Angeles area, a business can also give the impression of being larger than it actually is. This again serves to give consumers an extra sense of security. For small businesses, being able to establish a presence in Los Angeles and have the appearance of a large company without having to invest in additional offices, purchase additional equipment or have another line installed can make a significant difference.

Basically, to establish a presence in Los Angeles, or anywhere else for that matter, a business needs to contact one of the companies offering virtual phone services, select a suitable number and provide a contact number. For a monthly charge, they are then able to take advantage of additional business opportunities.

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