Most Consumers Trust a Business Address Over a Home Address, New Data Shows

78% of professionals say a dedicated business address boosts credibility. Use code TRUST100 to waive the $100 setup fee and build that trust from day one.

BOCA RATON, FL, UNITED STATES, September 21, 2026 /EINPresswire.com/ -- Before a customer reads a single word on a company's website, they have often already formed an opinion, based on its address. According to industry research, 78% of professionals believe a dedicated business address boosts credibility, and Google's own Business Profile guidelines confirm that businesses displaying a verified commercial address tend to perform better in local search than those using a residential or hidden one.

> “Trust is earned before a client ever talks to you, and your address is often the first thing doing that work. Opus makes sure trust doesn't wait until a business can afford a traditional office.”
>
> *Yori Galel, CEO, Opus Virtual Offices*

The instinct is not irrational. A home address, even for a legitimate and capable business, tells a specific story to a client who does not yet know the company: small, informal, early-stage. That inference can cost a growing business real opportunities, from larger contracts to financing to hiring, long before anyone evaluates the quality of the work itself.

The gap tends to widen as a business grows. An address that felt fine for a solo founder becomes a credibility friction point the moment that business is competing for bigger clients or trying to look like the established company it has become.

That is the gap Opus Virtual Offices, a leading provider of virtual office solutions with 650-plus locations across the United States, is built to close. For $99 a month, businesses get a prestigious commercial address, a live receptionist answering calls in the company's name Monday through Friday, professional mail handling, and a dedicated business phone number, with no long-term contract.

"Trust is earned before a client ever talks to you, and your address is often the first thing doing that work," said Yori Galel, CEO of Opus Virtual Offices. "We built Opus so that trust doesn't have to wait until a business can afford a traditional office."

For a limited time, new clients can sign up at opusvirtualoffices.com and use promo code TRUST100 to waive the $100 setup fee.

About Opus Virtual Offices
Opus Virtual Offices is changing how businesses and entrepreneurs establish a professional presence across the United States. With 650-plus locations nationwide, Opus provides flexible, all-inclusive virtual office solutions at a fraction of traditional office costs. No long-term contracts. No hidden fees.

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