

Remote Work and the Local Commerce Ecosystem

Localogy Analysts

In cooperation with

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Work from Home in the COVID Era: Quick Takes

- The number of office workers working from home jumped from 7% pre-crisis to 62% during the crisis (Gallup)
- 59% of those currently working remotely would like to keep doing so after the crisis (Gallup)
- The number of purely remote enterprise companies jumped from 26 in 2014 to 170 in 2018 (FlexJobs). Since the crisis, major companies like Microsoft, Google, Facebook and Twitter have greatly expanded their WFH policies
- A study of CFOs conducted in April found 74% planned to shift at least some employees to WFH permanently (Gartner)
- As COVID hit and lockdowns unfolded, 62% of small businesses said they felt unprepared to operate remotely (Localogy Modern Commerce Monitor™)
- As the crisis continued, small business operators' anxiety over WFH declined, with 60% highly concerned about WFH productivity in April and only 38% as concerned by July (Localogy MCM™)
- Large numbers of SMBs adopted WFH tools and technologies as the crisis unfolded -- from video conferencing (31%) to messaging and chat tools (29%) to virtual office services (22%) (Localogy MCM™)
- Small businesses see WFH as a factor well beyond the crisis, with 70% expecting up to half of their teams to be working remotely after COVID. (Localogy MCM™)

Introduction: The WFH Evolution



Remote work, work from home, virtual offices, telecommuting, digital nomads. None of these are new concepts. In fact, what we think of today as remote work dates back to the 1970s, long before the personal computer or the Internet were part of our common vocabulary.

In 1973, physicist Jack Nilles completed a remote work project for NASA. He published a paper based on that experience called The Telecommunications- Transportation Tradeoff. Nilles came to be known as the “father of remote work.”

In the decades since Nilles penned his treatise, remote work has gained traction and broadened its constituency.

An excellent [infographic](#) from Toptal (itself a remote company) shows how key milestones in our recent history have propelled forward the notion that a physical location is not necessary for most forms of work.

The key early drivers of remote work -- the clean air movement, the invention of the PC, the OPEC oil embargo, the invention of wifi -- all helped lay the groundwork for WFH. But general skepticism of the idea prevailed. The notion that work requires in person collaboration persisted. As did suspicions that remote workers were goofing off most of the time.

Gradually, organizations (led by technology companies) began to offer remote work as an option, in particular for attracting sought-after new hires. No more sweet-talking that talented CMO into moving from Boulder to Scranton. And no more relocation expenses. Just stay in Boulder and do your thing.

Eventually, start-ups began forming as native virtual organizations. Automattic, Zapier, TaxJar, GitHub. These names top a long and growing list of companies that never had an office and love it.

As the Toptal infographic shows, by 2018, there were 170 U.S. companies that were fully remote. That was up from just 26 in 2014.

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TaxJar, in particular, has a missionary zeal for its remote workplace culture. In June 2018, the company marked five years as a native remote organization.

Here is what the company said in a [blog post](#) celebrating the milestone, laying down a marker for what defines a true remote work organization.

“We consider remote work to be working full time at home (or wherever you want) on a team that is also 100% remote (meaning the company does not have any physical offices).”

That sets TaxJar apart from other companies that allow or even encourage remote work, but also have team members working in office environments. Many if not most Localogy member companies follow this hybrid workplace model.

It appears COVID will spawn more of both kinds of companies. Remote purists like TaxJar and hybrid companies tapping into the best of both worlds.

The biggest benefit TaxJar cites from being fully remote? Every dollar it doesn't spend on rent is re-invested in its people.

“A low cost structure allows us to provide things like the very best medical benefits we can find, for example,” the company said in the post.

A May 2020 post from the recruiting software company [TalentLyft](#) offers a wealth of data points on remote work and how COVID is impacting its long-term trendline.

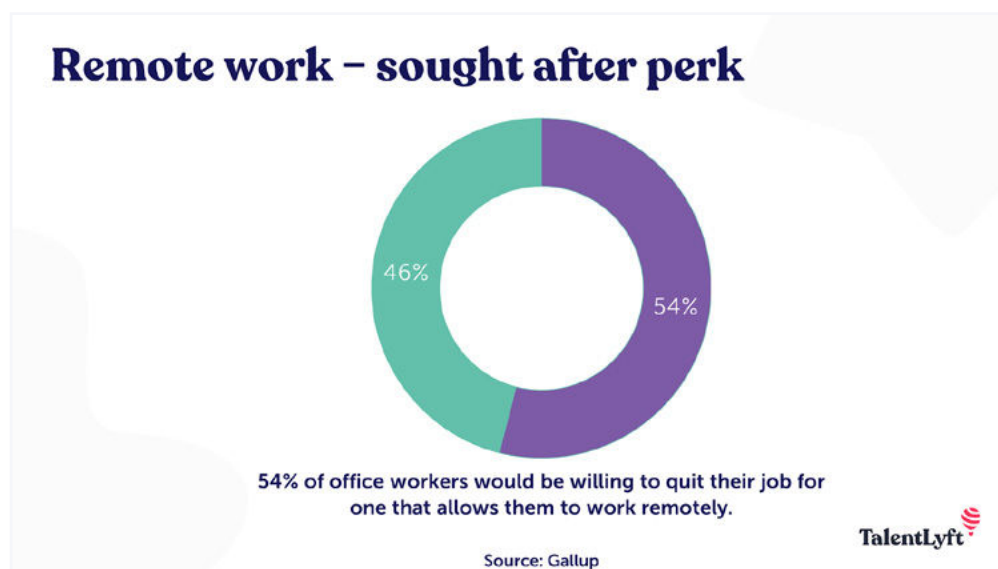
For example, despite it being a much discussed trend, remote work was still pretty rare in the pre-COVID era. According to data from Pew Research and the Bureau of Labor Statistics, just 7% of U.S. workers worked from home with any regularity before COVID-19. In Europe, the figure was around 10%.

However, these figures would have been much higher if workers had their way. A January 2020 Gallup Survey, for example, found 54% of office workers would quit their existing job for one that offered WFH.

Enter COVID: All Bets Are Off

In March 2020 the world was flipped on its head. Most sources (including Gallup and the Society for Human Resources Management) estimate that about two-thirds of Americans are now working from home. That's a staggering leap from 7%, and it all happened in a matter of days.

At this point, few of us either expect or want things to go back to “normal” post-COVID.



For example, a Gallup survey found that 59% of workers want to continue WFH after the crisis. Granted, the 41% who want to go back to the office represent a substantial minority eager to abandon the dining room/home office.

It's important to remember that not everyone who was forced to work from home has a comfortable WFH set up.

Many younger knowledge workers, for example, living in bigger cities often share small apartments with roommates or family members. Having reliable wifi isn't enough to create a sustainable WFH environment. Also, many simply miss the camaraderie and collaboration of the office setting.

For these reasons, co-working facilities may see a mini-resurgence post crisis as a resource for workers at newly remote companies that prefer not to work from home.

It may be that this cohort that just wants out of the house will help sustain the coworking industry. Companies that want to embrace the virtual culture but need options for workers who prefer an office setting, or lack an adequate WFH setup, will offer coworking memberships as perks.

We do assume that the ratio between those favoring WFH and wanting to return to the office will level out as time passes. But it's clear COVID has shaved years off of the adoption path for remote work.

And most workers feel this. A LinkedIn survey of Australian LinkedIn members, for example, found 60% believe that WFH will be the post-COVID norm.

And a recent Gartner study of CFOs found 74% plan to shift at least some workers to permanent WFH.

Measuring COVID's Impact on the Future of Work

Localogy has also measured and monitored how remote work is impacting the local commerce ecosystem. We have done this through interviews, analysis on our Localogy Insider blog, and in particular through our Modern Commerce Monitor™ small-business tracking study.

This report shares our data-driven observations about how COVID has accelerated changes to how organizations work, with a particular focus on small business. We supplement these data-driven insights with comments from business owners and those building the virtual work toolkit.

And we will also talk about how COVID has, apparently permanently, changed attitudes about remote work. And, finally, offer a vision for what a post-COVID small business workplace might look like, from dentist offices to digital agencies.





Part I: Can Tinkers, Tailors, and Candlestick Makers WFH?

Most of the data and examples cited in the introduction to this report reflect the broader workforce, or trends among technology companies. It is critically important to note that not every business lends itself equally to work from home.

For much of what most people think of as small businesses -- dental practices, restaurants, beauty salons -- remote work is either uncommon or challenging to achieve. Executive chefs, hair stylists, and bartenders don't do WFH. Or so we thought before COVID.

Once the COVID-driven shelter at home orders began to land in February and March, businesses of all sizes scrambled to figure out how to take organizations that had never been anything but physical and, poof, make them virtual.

As this upheaval was taking place, we spoke to several small business owners, music studios, dentists, small retailers, and gym owners about this process and what they learned. We also reached out to companies in the Localogy orbit to ask them what the experience was like and how they got through it.

There were a few common themes in all of these experiences.

One was the need to move quickly. Another was the need to be adaptive and flexible. And then there was the critical role of technology.

As the crisis unfolded, businesses of all shapes and sizes scrambled to acquire and install new technologies to enable work from home, group collaboration, data security, not to mention customer facing technologies like eCommerce, contactless payments, chatbots, videoconferencing, and so on.

Sitting atop of all of these themes is the notion of acceleration. This means that whatever trends were percolating pre-COVID had years shaved off of their adoption cycles once the crisis hit. We will be observing and measuring this fallout for many years to come.

David Mihm, founder of email marketing platform Tidings and the former head of product at ThriveHive, made this point on a recent Localogy Live! interview.

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“The biggest takeaway from this is that it will shift consumer and business behavior by 20 or 30 degrees, permanently,” he said. “We are getting more used to virtual meetings, for example. That is going to have an impact on commercial real estate and office space.

“We are also becoming more accustomed to eCommerce as a channel. So while a small business may not need to put all their inventory online, they should at least have some kind of order ahead, pick up at store capability. I think people are going to expect that.”

Similarly we expect restaurants to rely more heavily on delivery as a revenue stream than before the crisis. This suggests tensions over fees with delivery apps like Uber Eats and DoorDash will continue. And we may see more restaurants forming local delivery co-operatives to avoid overdependence on the big aggregators.

Longer term, this could fuel the ghost kitchen industry (remote restaurants that prepare meals exclusively for delivery), which has not yet experienced the boost it expected from COVID.

Matthew Gurgeot, head of corporate and business development at Thryv, echoes Mihm. Thryv offers an all in one business automation platform for small businesses.

As SMBs are forced to digitize interactions, consumers will discover they prefer them. Not just for safety, but because they offer a better experience.

“Consumers are not going to want to go back to that clunky way of doing business,” he said. “Wherever consumer demand is, SMBs will need to match it. And consumers are going to demand more and more digitized interactions.”

The available evidence supports this point of view. A June [survey](#) by CX SaaS company Medallia Zingle, for example, found that 87% of consumers believe businesses should continue to make available contactless options like curbside pick up even after the crisis fades.

Now, offering contactless service delivery isn’t the same thing as WFH. But we would argue the two notions are closely intertwined.

If a yoga studio finds that 30% of its customers prefer the virtual class over the in person class, this opens up opportunities for classes delivered by yoga teachers who could theoretically be located anywhere. The physical studio may stay open for that 70% who want to do classes in person. But that studio has also just added remote work to its permanent repertoire. And it also just increased its total addressable market.

Of course, the expanded TAM may only be a theoretical benefit for small businesses. Many SMBs will never have the resources or ability to market to a much larger audience, or to quickly scale up their capacity. But for some this may be an avenue for growth.

Localogy’s own Modern Commerce Monitor™ survey data shows small businesses have scrambled to put the pieces in place to make their businesses as “touchless” as possible.

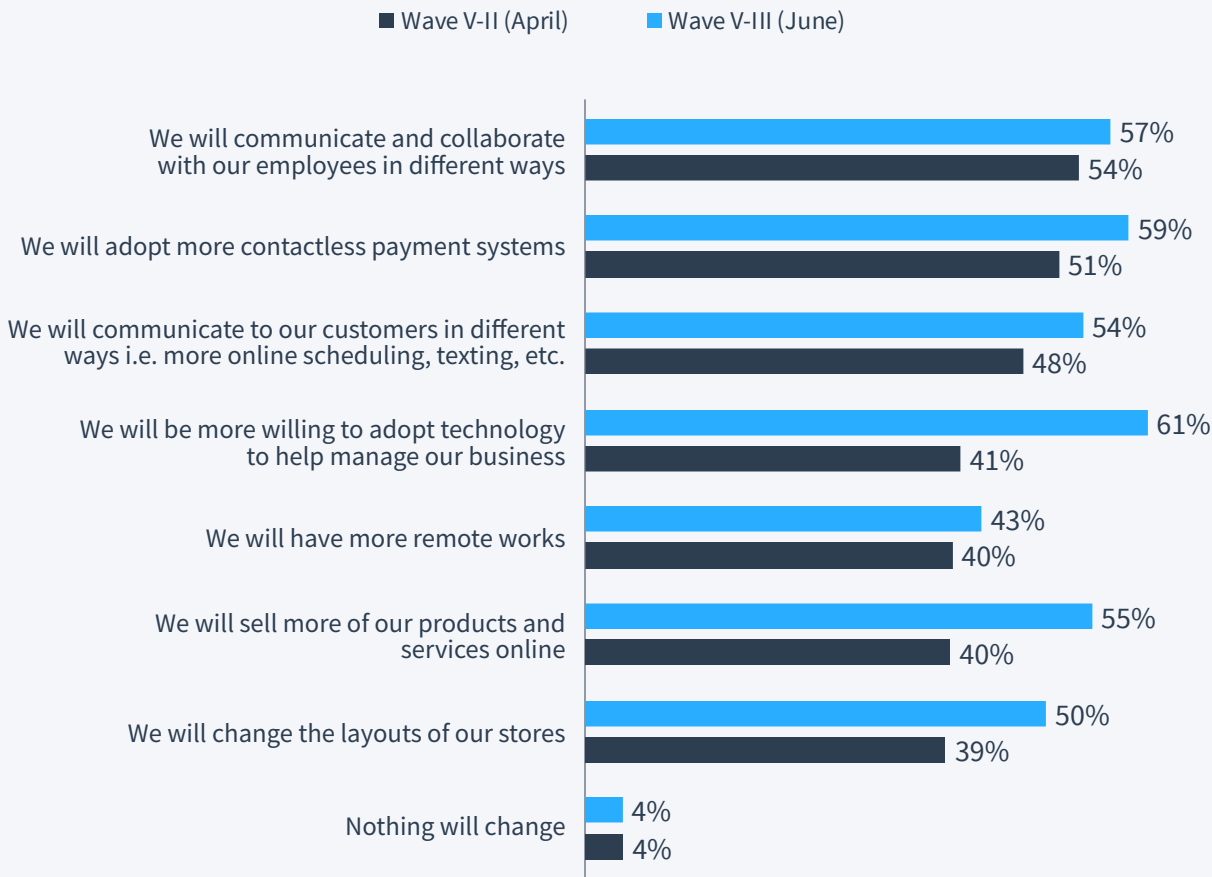
In Wave V-III of the survey, conducted in July 2020, at a time when many communities around the United States were emerging from lockdown, 59% of SMBs said they planned to adopt more contactless payment solutions.

If you look at differences among vertical segments, the two arguably most impacted by COVID, retail and dining/entertainment, were even more likely to see a contactless payment future. Among retail businesses, the figure was 94% and among dining establishments, it was 62%.

Notably, across all verticals, 43% of SMBs expect remote work to be a greater factor for their businesses in the future.

HOW COVID-19 CRISIS WILL IMPACT YOUR BUSINESS IN THE FUTURE?

Source: Localogy Modern Commerce Monitor™; Wave V-II: N= 1,002 SMBs; Wave V-III: N= 1,005 SMBs.



Again, there were significant variances among verticals on this point as well. Not surprisingly, retail (22%) and personal services (8%) are challenged by the nature of their businesses to allow remote work and thus see it as less of a force in the future. However, dining/entertainment (54%), health and medical (47%), automotive (54%), and home services (58%) also face built-in challenges with remote work. Yet they are more likely to see remote work as an ongoing factor in their businesses.

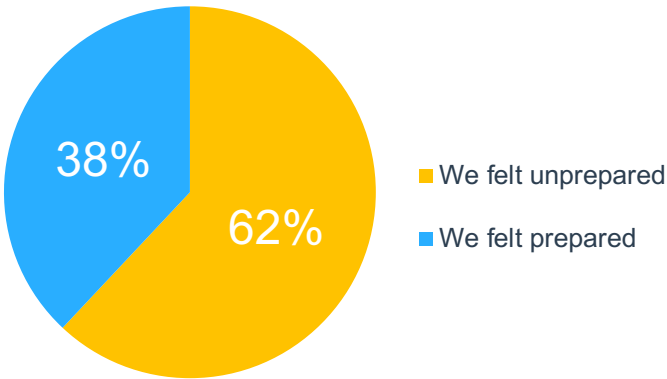
A common denominator is that even businesses that require interaction with the public use administrative and support staff, many of whom could conceivably work from home. Some of these roles could be outsourced to a virtual office style service.

Thrown for a Loop

It is clear, however, regardless of category, that the shift to remote work was not something most small businesses anticipated or were prepared for. Back in April, when the lockdowns were in full force, 62% of small businesses said they felt unprepared to manage a remote workforce.

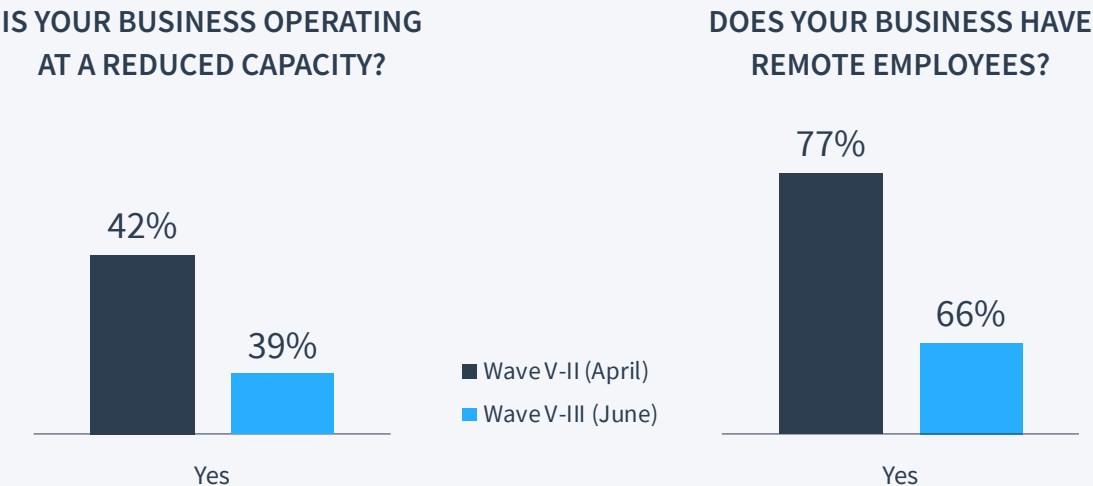
HOW BUSINESS OWNERS FELT WITH EMPLOYEES WORKING REMOTELY

Source: Localogy Modern Commerce Monitor™; Mini Wave V-2; Base: 682 SMBs.




Over 60% of local business owners felt unprepared for remote workers.

And, as expected, there has already been a modest pullback in remote work as the crisis matures, and as many regions entered phased or full re-openings. The chart below shows that as the number of businesses operating at reduced capacity declines, so has the amount of remote work.

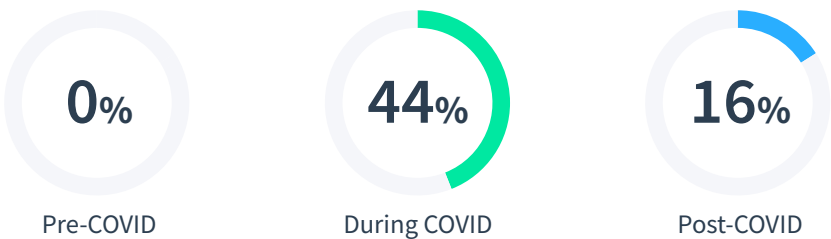


Source: Localogy Modern Commerce Monitor™; Wave V-II: N= 1,011 SMBs (April, 2020); Wave V-III: N= 1,014 SMBs (June, 2020).

While there will be an expected settling back from peak crisis levels, it's clear from the data that remote work will be much more of a factor among small businesses post-COVID than it was pre-COVID.

In May, Localogy analysts did a webinar on the Wave V-II results, collected in April, at the peak of the crisis. Here is what analyst Neal Polachek wrote in a post following the webinar.

PERCENTAGE OF SMALL BUSINESSES WITH MORE THAN HALF OF STAFF WORKING FROM HOME



Source: Localogy Modern Commerce Monitor™; Wave V-III: N= 435 SMBs

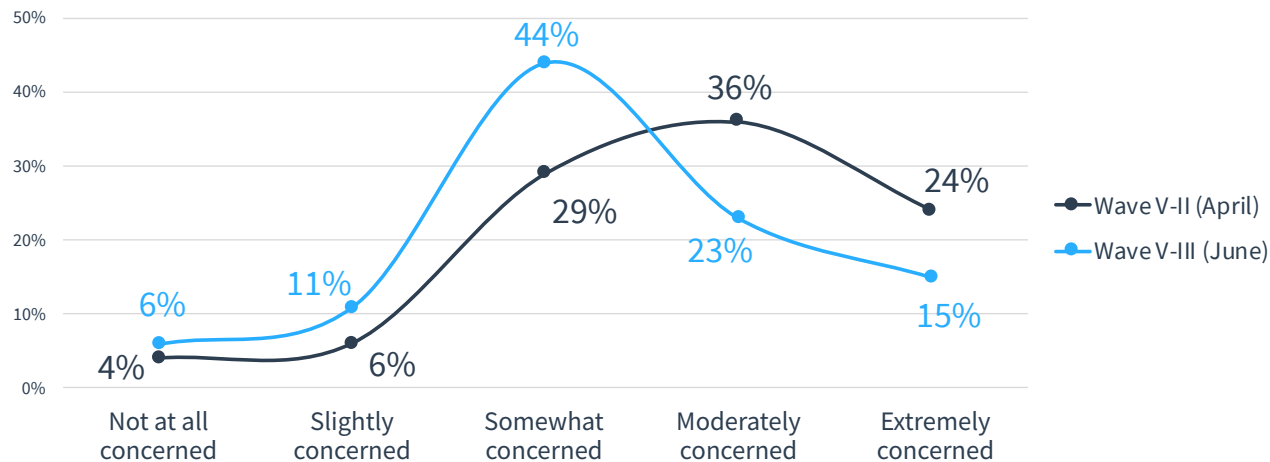
“One big ‘ah-ha’ from the data was that work from home or remote work isn’t just the new normal for knowledge workers at media and software companies. It’s also become the new normal for small businesses. The survey found that 67% of respondents believe that at least 10% of their employees will be WFH on a go-forward basis.”

From Wave V-III (collected in July), we learned that 16% of SMBs expect to have at least half of their employees working remotely after the crisis. This is way down from the 44% that had that many staff working from home at the peak of the crisis. But it is a lot more than the 0% pre-crisis figure. This is a clear signal of permanent change.

From ‘Command and Control’ to ‘Live and Let Live’

Beyond feeling unprepared, many business owners just didn’t like the idea of remote work. But they are also gradually getting used to it.

LEVEL OF CONCERN WITH THE OVERALL PRODUCTIVITY OF THE WORKFORCE
AS THEY WORK VIRTUALLY



Source: Localogy Modern Commerce Monitor™; Wave V-II: N= 523 SMBs (April, 2020); Wave V-III: N= 367 SMBs (June, 2020).

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As the above graph shows, small business owners had significant concerns about remote worker productivity when the crisis started. But these concerns have eased as the pandemic has worn on.

Back in April, 60% of business owners, across categories, were “moderately” or “extremely” concerned about the productivity of their remote employees. That fell to 38% by July.

These results were pretty consistent across verticals, different sized businesses and so on. One area that seemed to correlate with a greater comfort level with remote work was digital ad spend. Small businesses that devoted 25% or less of their marketing budget to digital were far more likely to be “extremely concerned” about WFH productivity than the sample as a whole.

This may be just an accidental correlation. Or it could reflect that more digitally savvy businesses are naturally more comfortable with remote work.

It does stand to reason that as business owners got used to WFH, their concerns would ease. It was also natural for businesses owners accustomed to keeping close tabs on workers to take some time getting used to the idea.

“The personality type of many local business operators is more ‘command and control’ than ‘live and let live’. These business owners will be looking for software tools and solutions that make this transition as smooth as possible,” wrote Localogy analyst Neal Polachek.

This transitions us into the next section, which talks about the “Remote Work Toolkit” that small businesses scrambled to assemble as the crisis unfolded.





Part II: The Remote Work Toolkit

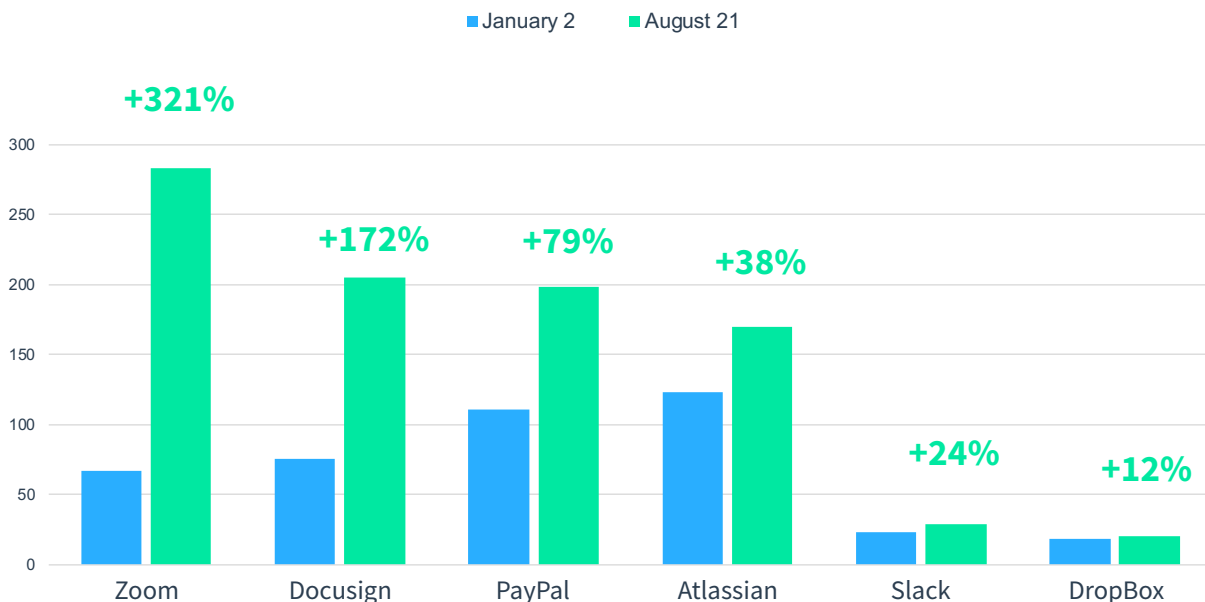
There is no question that this has been a good year to own stocks associated with the movement to WFH.

We looked at six stocks that are to varying degrees associated with enabling the movement of workers -- from SMBs up through major enterprises -- from the office to the home.

Of course, Zoom is the name that comes first to mind when you ask which company was the big winner of 2020. And you wouldn't be wrong. The video conferencing company has seen its share price grow 321% since the start of the year. By comparison, the S&P 500 was up 5.4% since January 2.

The chart below shows how a sample of stocks associated with WFH have fared during the crisis. Even a relatively modest performer like DropBox has outperformed the broader market this year.

WFH STOCK PERFORMANCE YEAR TO DATE 2020

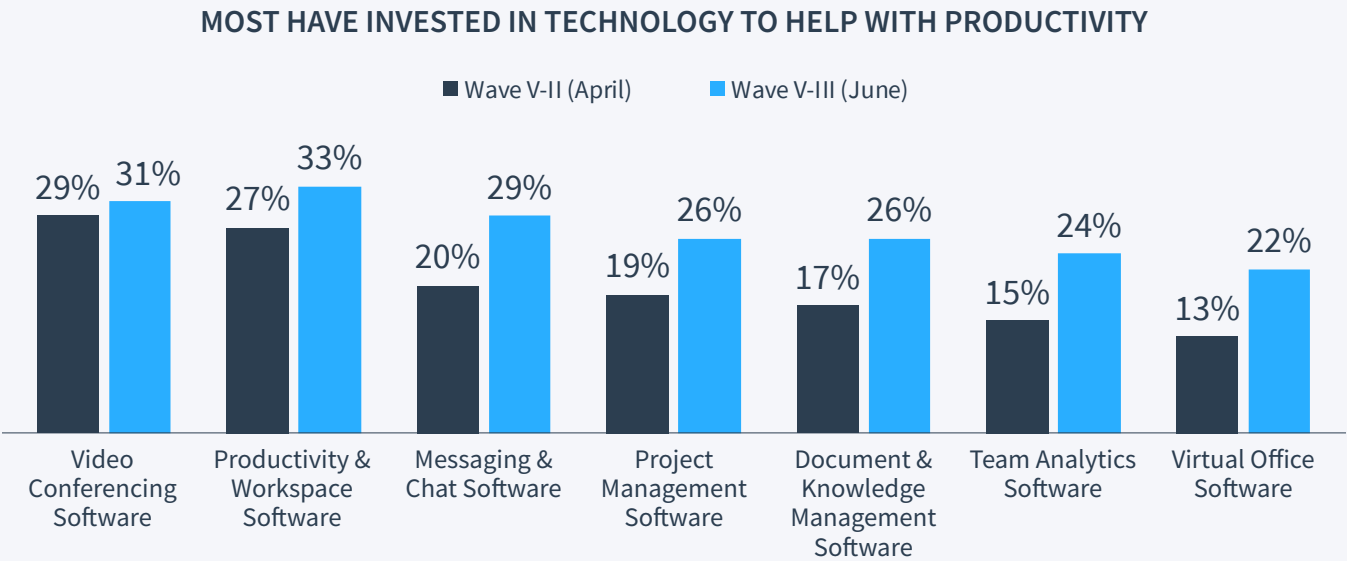


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And without a doubt, small business has been a big part of fueling the 2020 growth of these and other companies offering video conferencing, team collaboration software, eCommerce, online and mobile payments, online booking software, virtual offices, and on and on and on.

Localogy has been measuring the adoption of this remote work toolkit since the start of the crisis.

As the next chart demonstrates, SMBs across the spectrum have been investing in technologies they may have never heard of before COVID, or if they had, assumed they would never need them.



Source: Localogy Modern Commerce Monitor™; Wave V-II: N= 682 SMBs (April, 2020); Wave V-III: N= 968 SMBs (June, 2020).

Collectively, the elements listed in the chart represent the toolkit needed to do business remotely. But many of these items would also be included in the toolkit for delivering a modern customer experience.

So in the process of enabling WFH, many SMBs have closed the gap between what consumers want from them in terms of CX and what they are able to deliver.

The current environment is very challenging for digital agencies. They are contending with a combination of a longer-term automation trend that undercuts many of its services and a short term shock from COVID.

The WFH toolkit suggests a pivot opportunity for agencies. They can help SMBs configure the tech stacks they need to manage remote employees, and offer eCommerce, contactless service delivery, and touchless payments.

Defining The Virtual Office Opportunity

Localogy's Modern Commerce Monitor™ data shows “virtual office” software among the fastest growing categories in the virtual office toolkit. The number of SMBs who report acquiring virtual office services shot up 69% to 22% between April and July.

Martin Senn is CEO and founder of **Davinci Virtual Office Solutions**. His business helps remote companies and individuals seem like they have a physical presence. For example by establishing a virtual address at a prestigious location, like Chicago's Willis Tower. Davinci also offers a virtual receptionist service, where live agents answer the phone and perform administrative tasks.



Davinci launched in 2006, a few years before the last great recession. Senn told us the virtual office at the time had a dubious reputation. Then 2009 came along and a wave of recession-driven shoestring and bootstrap startups helped to propel Davinci's business.

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Before COVID, Davinci's bread and butter markets were small startups and solopreneurs that wanted the flexibility and low cost structure of remote work but needed to present themselves professionally.

A big shift from COVID is that more companies that once had physical offices are now downshifting to virtual platforms in order to get through the crisis. He expects many will continue with a virtual footprint after the crisis fades to accommodate the new expectations for remote work. And to exploit the longer term advantages of remote work.

"We've seen almost a 50% increase in virtual office address purchases since COVID. What that means to us is significant obviously, for us. What that means is that people, companies, entrepreneurs, large enterprises, are stepping away from the physical office space {because} they were forced to," Senn said.

"But now they're exploring other options for maintaining that corporate image, that corporate entity, that corporate touchpoint without being physically there. And then it's a much lower cost proposition from our end against a long term permanent office lease, or you get most of the benefits out of it. At the same time, with the flexibility of being able to work distributed."

While enterprises are now looking for tools to help them do more remote work, the expected new wave of recession-driven startups and solopreneurs will also grow the remote worker ranks.

"Every time we have a recession, we see a pretty substantial increase in new businesses being formed," he said.

There is little doubt that many of these new businesses will be native remote companies. Or will at least see remote as an opportunity to reduce overhead and minimize their physical footprint.



Part III: What Will Normal Look Like?



Our sense is that there will be no single moment at which the crisis is declared “over”. It seems more likely that a combination of new and effective treatments, vaccines, and collective learning through experience about how to live with the virus will gradually lead us into the “post-COVID” era.

This “not with a bang, but a whimper” endgame scenario suggests we may be facing a protracted remote work or hybrid environment across the economy.

One prediction we are not making is that the world goes 100% remote. The data clearly shows at least a substantial minority of workers forced home by the crisis are itching to go back to a physical workplace.

Cloudy Forecast for the Future Workplace Model

Many Localogy companies, both office-centric and hybrid cultures, tell us that they plan to re-open their offices, if they haven’t already. The desire to return to the collaborative pre-COVID office cultures is a major reason why.

Vendasta, for example, has brought much of its Saskatoon-based team back to the office, largely because the team overwhelmingly prefers it.

Website builder Duda is moving full steam ahead with the expansion of its office in Louisville, Colorado.

Kierston Vaughn, TigerPistol’s SVP of Talent and Engagement, told us that the social marketing agency has always been a hybrid office and WFH company, but prefers having team members in the office. Right now, the company remains WFH in Austin but has re-opened its Cleveland office.

“We’ll continue with the hybrid model post-COVID, while encouraging and supporting people being back in the offices,” she said.

“We have always had the approach that our people are adults and should do what works best for them and their situations. We encourage that in person culture as we feel and see the difference of building a family, engaging in collaboration and all-around engagement feels higher with people working in the offices together.”

Other companies tell us they are taking a wait and see approach to returning to the office.

SOCi for example, was a hybrid of office and WFH before COVID. Sales largely operated remotely, and the rest of the team mostly worked in the Austin, TX, office. The company hasn't yet decided what work model to adopt post-COVID.

“Our team adjusted to WFH better than expected,” said SOCi CMO Monica Ho. “I feel like the team has been very productive and connected despite the situation.”

Matthew Gourgeot, Thryv's head of corporate and business development, said the company is still weighing its options for a post-COVID work model.

The SaaS CRM (and legacy media) company still has a large headquarters office in Dallas, but also has team members, including much of the senior leadership team, spread around the country. Historically, it has managed this distributed environment in part through frequent in person meetings at HQ.

“We made the shift to work from home, and our efficiency has gone through the roof,” Matthew said. “But you do miss that interaction of seeing your team. I guess you have to weigh that against the benefits of work from home.”

SMBs Open to New Ways of Working

We've clearly documented through Modern Commerce Monitor™ that elements of remote work and remote service delivery will be permanent realities for small businesses across categories. Much of the latter will be driven by consumer preferences.

Also, as small business owners have been forced to get comfortable with remote work during the crisis, some of the longer term benefits of WFH may be sinking in. Reduced overhead, the ability to recruit from a deeper talent pool, flexibility, efficiency. So it's realistic to expect a higher percentage of small business teams will be working remotely going forward than in the past, which MCM confirms.

Certainly, we've seen that the administrative side of any business can be handled remotely if needed or desired. But we expect the adoption of remote work will go deeper in the SMB space.

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Lawyers can work from home when they are not in court. An accountant certainly doesn't really need an office. Nor does an architect. We can see these professional services dramatically reducing the size of their offices, having limited space for client meetings. Or eliminating the office entirely and interacting with clients 100% virtually.



Home services professionals will always need to climb on a roof to replace a roof. But tools like Stroom (recently acquired by Frontdoor), will increasingly allow a plumber or handyman to use AR-based “see what I see” remote assistance technology to guide homeowners through simple repairs.

This of course allows for social distancing during the crisis. Post crisis, these technologies could act as force multipliers for home services companies, allowing them to direct more of their fleet operations to higher-value projects.

Ultimately, a dentist has to pull a tooth in person. At least until AI-powered robot dentists start making house calls. But the crisis has forced dentists and other healthcare providers to use telemedicine for diagnosis and recommendations for at home treatments when appropriate. And as technology improves, “appropriate” becomes a moving target.

A dental or medical practice could supplement in person care with telemedicine to keep the waiting room less crowded and offer diagnosis and treatment recommendations for minor ailments or follow up visits. Patients are likely to prefer this to a long interruption in their day to visit the office for something relatively minor.

Tele-medicine cannot completely replace hands-on medicine. But it can make the entire process more efficient. Will practices need less office and examination space in this scenario? Possibly.

The planned \$38 billion merger of digital healthcare companies Livongo and Teledoc, for example, offers validation that the future of medicine is increasingly digital and remote. This deal, announced in early August, will be the largest digital health deal in history.

There is an endless number of scenarios in which remote service delivery and remote work intersect to create a new small business environment, reducing costs while potentially growing the total addressable market.

The prospect of greater efficiency and lower overhead will lead more businesses down this path. And the COVID experience has opened their eyes to new ways of running their businesses and serving their customers. And it has acclimated them to doing business in completely different ways.

Final Thoughts: Turning Band-aids into Opportunities

This crisis has been long and profoundly disruptive. For this reason alone we can expect it to produce profound and permanent change. To summarize, here are some of the ways we believe the workplace and service delivery will change permanently as a result of COVID:

- Remote service delivery (via Zoom, Facetime, etc.) was a survival strategy during lockdowns for therapists, music schools, gyms and yoga studios, coaches and consultants, event producers, and countless other business categories. Post-COVID, this becomes a growth channel.
- The hybrid office will become the norm, even among those previously committed to a face-to-face workplace culture. And newly formed businesses, other than those requiring a physical location (e.g., restaurants and retail), will default to a fully virtual model.
- Retail and dining businesses that pivoted to eCommerce and home delivery to stay afloat will double down on these channels once the crisis fades. More restaurants will form local delivery cooperatives to avoid the high fees charged by delivery apps.
- Co-working facilities, battered by COVID, will have a mini-resurgence post crisis as a refuge for remote employees who prefer an office environment or whose personal circumstances do not lend themselves to working from home.
- Digital agencies, pressured by Google and Facebook automating much of their service offering, will see a pivot opportunity in helping small businesses manage the tech stack required to run a hybrid physical/remote business.



About Davinci Virtual Office Solutions

Davinci is the leading provider of virtual office and communication solutions. Davinci offers professional business addresses in over 1,900 prime locations worldwide, with services including mail forwarding, lobby and directory listings, administrative services, virtual assistants, live call answering, call screening, business support centers, entity formation & resident agent services, and more. Davinci Virtual helps businesses maintain a global presence on a local budget.



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About Localogy

Localogy, formerly the Local Search Association (LSA), is a not-for-profit trade association comprised of technology, marketing and media service providers and multi-location brands that enable the local marketplace to evolve and thrive. Ranging from Facebook, Microsoft and Google to Yext, Thryv and Yelp, Localogy's members represent today's top organizations serving businesses nationwide with a local presence. Localogy is dedicated to helping its members succeed through data and insights, education, events, consulting services and more. For more information or to become a member, please visit localogy.com