62 Tasks to Delegate to a Real Estate Virtual Assistant
According to an ActiveRain report the realtors that are earning over $100,000 per year are 153% more likely to use the help of an assistant for advertising.
Having a real estate assistant can help you increase your revenue even though you’re spending less time on the tasks you used to handle yourself.
With the support of one or more real estate virtual assistants you can focus your time on closing deals and meeting clients.
The real estate virtual assistants we’re recruiting for realtors like you have worked in the past for Australian, Canadian or American real estate companies or agents.
They helped us put together this 62 task list that sums up 80% of the tasks a real estate agent needs to complete.
Prepare seminar materials for you. You could create a free one-hour seminar about what people need to know before buying a house so you could meet now potential clients. Your VA could create the PowerPoint presentation, some handouts, even find and book a space to host your seminar.

Order new business cards for you and your team. Your remote worker can collect the contact details of each of your team members, select the design for the business cards, place the order and make arrangements for the printed cards to be delivered to your office.
Launch your WordPress.com realtor blog. Your VA can create a WP blog for you, adding a few pages about your team, listings and buying/selling process. When you consider that the moment is right you can just move it on your own domain.

Run offline and online ads for you. You don’t have the time to see which online and offline publications from your area allow small businesses and individual contractors to run ads for free, but your virtual assistant can do that for you. And why stop there? Your VA can help design the Ads and manage their publication.
Email your old clients to ask them for a referral. Your virtual assistant could analyze your files and identify a list of your old clients to contact for getting new referrals. You’ll just have to approve the email template that your VA will use.

Manage your social media presence. Your virtual assistant can post interesting articles on your Twitter account, links to the newest infographics about property management on your Facebook page and generally curate great content that will attract people who want to sell or buy a new property.
Preparing a Meeting with a New Client
Set up the appointment with the seller of the house. Your virtual assistant can handle the back and forth emailing for finding the best time for an appointment with the home owners.

Confirm the appointments you set when you met a client by chance. If you’re not sure if a person was serious about a meeting, let your virtual assistant confirm your appointment or reschedule it.
Draft a list of questions for your meeting. Depending on the type of property, location and other factors, your virtual assistant can prepare a list of questions so you don’t forget to ask something important during your meeting.

Research a property’s ownership and deed type. Your virtual assistant can start researching the property and its owners, checking the legal names of the owners, the public record information about the land and many other things.
Research the comparable listed properties within the area. Your VA can find out before your meeting what’s the listed price for similar properties in the area, how long they usually stay on the market before a deal is signed, the tax roll.

Check out the home’s curb appeal on Google Street View. People can check out a house on Google Street View before actually getting in their car and driving to see the place with their own eyes. As a realtor you should know how the house looks on Google Maps so you could address potential issues.
Research if there are any public schools in the area. Maybe your clients don’t have kids so they never cared if they are close to a good public school. Your VA could see if there are any near the property and if those are considerate to be amongst the best in the region.

Check out the type of businesses the neighbours are running. Are there any businesses on the neighboring streets that some people wouldn’t want close to their home? Once again, your virtual assistant can find out this before your meeting.
The New Listing Presentation Meeting
Custom Comparative Market Analysis. Your real estate virtual assistant can prepare your CMAs so you could have data supporting your presentation on market trends and the current situation.

Marketing plan draft for selling the property. Your virtual assistant can draft a marketing plan that can be adjusted to the specific needs of each home owner for selling their property.
Listing Related Activities
Research the suppliers of home utilities. Your VA can create a list of suppliers that you can review and confirm with the home owners, so you could have it in case potential buyers are interested to know more on this subject.

Calculate monthly and yearly utilities and maintenance costs. This is another task for your VA. It’s great to be able to have these details available for potential buyers.
Create the design and order the yard sign installation. Your virtual assistant can find the best supplier for the yard sign and handle its creation and delivery to your office.

Review and proofread documents. Your VA can also review the information in the Seller’s Disclosure form, as well as proofread it and other documents that you’ll need at this point.
Find a home stager. Your real estate virtual assistant can help you find a specialist in home staging from your area and set up an appointment for you and the home owners.

Complete the new listing checklist. Your remote worker can review the materials you collected and see if you’ll need something more for the listings of this new property.
**Enter data in MLS database.** Your real estate virtual assistant can take care of uploading the data you collected in the MLS database.

**Proofread the listing.** Once again your virtual assistant can save you time by proofreading the listing for accuracy and checking that the data was imported correctly across listing platforms.
Edit the images for the property listing. Your virtual assistant can crop the images you want to use for the listing and make light adjustments.

Find a property photographer. If you’re selling a very expensive property and the owners are open to the idea to hire a professional photographer, your virtual assistant can find the best photographers in the area so you and the owners could choose the right person for the job.
Listing Marketing Plan
**Create a property brochure.** Your real estate virtual assistant can collect and edit the necessary data for creating a property brochure and handle its design, printing and delivery.

**Update listing changes.** Your VA can handle the necessary updates for each of the websites, networks and platforms where the listing was promoted. The most often needed change is the one related to the price of the property.
**Just Listed notice.** Your virtual assistant can handle the creation of the Just Listed notice that you’ll have to mail to the residential neighbours.

**Newspaper ads.** Your real estate remote assistant can create long or short newspaper ads to promote the listing and make sure those are printed at the right moment.
**Online Highly Targeted Ads.** Your remote assistant can create the layouts and set up online ads to promote the new listing.

**Coordinate showings calendar.** Your remote staff member can manage your personal calendar and the showings calendar as well, finding the best time for meeting with potential buyers that would like to see the house.
**Manage contact list.** Your virtual assistant can constantly update your contact list and set up mailing campaigns for you to promote properties.

**Handle feedback forms.** Another task for your real estate virtual assistant is to create and customize feedback forms for you to use during showings. Your VA could also analyze the data you’re gathering this way and create a report for you for each of the properties you’re listing.
Check offer competitiveness. Your real estate virtual assistant can check once at every two days comparable MLS listings to see if the property you’re selling remains competitive (price, availability, etc).

Add the listing to your Facebook page. Your real estate remote assistant can also publish the listing on your social media channels to reach even more people.
Provide listing data via email. Your VA can filter out the potential buyers from the curiosity seekers by handling email requests for more data, like the ones coming from the international relocation or referral networks.

Send follow up emails. Your real estate virtual assistant can also email the buyer’s agent for follow up after a showing, so you wouldn’t waste your time on that.
Blog post about the new listing. Your real estate virtual assistant can update your blog with a new article about your newest listing.

Reach out to other real estate agents. Your remote assistant can find the real estate agents that are looking for a house like the one you’re selling for their clients. You can email them and ask them to agree to be added to your special realtor list so you could email them once per week your newest listings.
Open house event promotion. Your real estate virtual assistant can create and promote an event dedicated to open house hours.

Newsletters. Your remote assistant can also handle email marketing for you. Just select your favorite email marketing platform and your VA will take care of the rest.
Follow-up Activities
Follow-up emails. Your virtual assistant can send out for you follow-up emails to home buyers so you could see if they’re happy with the house they bought and to foster your relationship. Many clients complain that after the deal is closed, they aren’t contacted by the realtor although there are things that they would like to share with him.

Testimonials for your website or blog. Your remote assistant can contact the home owners on your behalf and ask them for testimonials, review them and add those to your website or blog so other potential clients would feel more comfortable contacting you to sell their property.
Miscellaneous Tasks
Keep an eye on your competitors. You’ll always know what your competitors are up to and what type of marketing tactics they’re using because your real estate remote assistant can track their listings and review on a weekly basis their digital assets.

Create relevant content. Your VA can transform your market data into content for your social media channels, blog or website. It’s a great way to increase your website traffic and reach more people.
Research real estate marketing trends. Wouldn’t it be great to receive quarterly real estate marketing reports? Your VA can always keep you in the loop about what’s driving sales for other realtors and where the industry is going.

Create free reports. Your remote assistant can even create free reports that both home buyers and sellers could download from your website or blog. It’s a great way to build your email marketing database. The free reports can focus on tips to find the best realtor for a property, to sale or buy a home, to stage a house in a way that it will make it sell faster, etc.
Handle your online shopping. Your VA can even handle your personal online shopping, so that you’ll have this taken care of and you’ll be able to spend more quality time with your family and friends.

Travel booking. Your virtual assistant will gladly help you plan your vacations, booking hotels and flights for you. After all, you do deserve to rest from time to time.
Data entry. Your many Excel files, notes and documents can be all added to a database that your virtual assistant can create and curate so you’ll have all the details of your clients in one easily accessible file.

Recruiting new members for your team. When your business will expand enough, your remote assistant can help you find new members for your team, advertising the positions, reviewing the received resumes and even interviewing your selected candidates so you’ll spend less time on finding the people that will help you grow your business even more.
Research all tax and applicable prorations. Your virtual assistant can also research all tax and utility related prorations that you’ll need for the buyer’s agent.

Research agents for the seller’s destination. You can ask your remote assistant to find a few great realtors that are working in the area in which the home sellers are moving. That way you’ll manage to recommend to your clients realtors that are going to help them find another great home. They will be happy to recommend your services when they’ll see that you’re still helping them even if you aren’t going to get a commission for that sale.
Create a mini-movie. Buyers say they love to see videos of the listings they are interested in. You can use your phone to record the house for a few minutes and then pass on the raw footage to your virtual assistant to edit it and upload it to YouTube. From there you can embed it to various websites and blogs, where you know that people will look for that type of property.

Manage your Pinterest account. Your remote assistant can create and manage your Pinterest account, so you could have some boards dedicated to the properties you sold before, the ones that are on the market right now and highly visual tips on how home owners can prepare their house for making it more attractive to potential buyers.
Find distressed home owners. One thing that not many realtors realize is that people whose homes are targeted for foreclosure often feel helpless and don’t think about selling their home. Your virtual assistant could find for you those people in your area so you could reach out to them and offer your help.

Prepare birthday cards for old clients. If your VA has access to your client database, that means that you can have some birthday cards to send to your old clients. That way you’ll be able to remind them to recommend your services to their friends and family while thanking them again for allowing you to help them in the first place.
Agent profile creation. Your real estate virtual assistant can help you generate leads on relevant websites. Just give him your details and he’ll create and manage your agent profile on Zillow, Trulia, and Realtor.com.

Remarketing campaign. If your website has enough traffic, you can have your virtual assistant run a remarketing campaign for your website. You’ll target the people that viewed your listings and when you get new listings you can attract them back on your website to check out those new ones also.
Networking events. Have your remote assistant find you local networking events for you to attend. You’ll be able to meet new people and increase your sphere of influence that way.

Twitter advanced search. Your virtual assistant can regularly search Twitter for tweets published from your area using keywords that would lead you to a buyer or a seller that could use your services.
Contact us to hire a full-time or part-time real estate virtual assistant and get the 3rd month 100% free.
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