



## Business

# Benefits of Hiring a Virtual Assistant for Your US Business



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A virtual assistant (VA) is a personal assistant who works remotely. Typical responsibilities for a VA can include administrative, technical, or creative tasks. A VA can help you save time in your business and reduce costs.

There's a growing trend of using VAs, perhaps accelerated by the move to remote work around 2020, and in this blog post you'll learn how to work with a VA, common misconceptions, and the benefits of hiring a virtual assistant.

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## Key Benefits of Hiring a Virtual Assistant

Entrepreneurs and business owners hire VAs for a number of reasons, which vary based on where they're at in their business.

### Cost savings compared to full-time employees

If you're scaling your business, a VA can be a cost-effective substitute for a full-time employee. According to recent industry data, businesses can save 40-60% on operational costs by hiring virtual assistants instead of full-time employees.

While you can't expect a VA to handle everything from social media management to technical support, you can offload key tasks and free up time to focus on business growth activities.

You can significantly reduce overhead costs with a virtual assistant. You won't have to add them to the payroll as they operate as independent contractors, nor will you need to pay for benefits, overheads such as office space and desk equipment etc. Studies show that businesses typically save \$35,000-\$60,000 per year when using virtual assistants compared to hiring full-time staff for the same tasks.

### Increased productivity and efficiency

Sometimes as an entrepreneur or member of a small team, some tasks can slip through the cracks. Client emails can take longer than 24 hours to reply to, administrative activities like file management stay on the task backlog, and project management isn't as smooth as you'd like. In this case, you can hire a VA to fill in the gaps and make sure your business runs like a well-oiled machine to uphold your professionalism externally and internally.

## Flexibility and scalability for businesses

If you're in a pinch with an upcoming deadline looming, hiring a VA as a stopgap solution to handle additional tasks in your business can be a great short-term fix. Similarly, if your business goes through a feast-and-famine cycle at times, you can scale support up and down with short-term VA hires as and when you need the extra support.

## Access to a global talent pool

One of the benefits of having a virtual assistant is that you can find support from all around the world, which means you can hire people with specialized skillsets and who can work around your work schedule wherever you are in the world.

## Focus on core business activities

If you ever find yourself becoming the bottleneck in your growing business, you can hire a VA and get much-needed support with tasks which can free you up to focus on high-value, income-generating activities.

## What Can Be the Disadvantages of Hiring a Virtual Assistant?

While the benefits of outsourcing to a virtual assistant are clear, there are some possible downsides to consider too.

- **Communication across timezones**- If you look to save money or hire a VA with a particular skillset who's based abroad, you could run into language barrier issues and communication issues due to conflicting timezones.
- **Onboarding process**- Since a VA isn't a full-time employee, any time you have to invest in their training and onboarding can be risky especially if it doesn't end up working out later down the line.
- **Quality of service**- As part of a growing trend, there's a huge number of VAs available out there, which means it can be hard to discern the quality of service you'll receive.
- **Security concerns**- For VAs to seamlessly integrate in your workflows, you might need to grant access to your social media profiles, or software accounts, which raises security concerns as you're sharing sensitive data.

# How to Effectively Work with a Virtual Assistant

How you work with your VA determines how valuable they can be to you and your business.

## Tips for communication and collaboration

One of the most important aspects of maintaining a productive working relationship with a VA is to figure out the best way to communicate and collaborate. For example, while you might not be onboarding an employee, it can still be helpful to create SOPs around individual tasks you need support with. This could be how to send a cold email to a potential lead, or how to ideate and upload an Instagram post in line with your expectations.

It can also be helpful to have regular meetings, such as once a week, to check in and make sure things are going well from both sides.

## Tools and platforms for managing a VA

Tools and platforms can help you streamline your working relationship with a VA. From assigning tasks to sharing documents, here are some of the best tools to get started:

- **Task management** - Kanban board systems like Trello can make for easy back-and-forth task management with a VA, whereas tools like Asana and ClickUp allow for more complex workflows.
- **Communication** - While you can stick to email for communication, long threads can quickly get out of hand. Try Slack if you want easier context-specific communication or Microsoft Teams or Zoom for video chats.
- **Document sharing** - Google Workspace is ideal for document sharing and live feedback, while Microsoft 365 gives you access to classic tools like Microsoft Word and Excel.

## Setting clear expectations and goals

To make sure you get the work support you need from your VA, it can help to set clear goals and expectations from the start.

You might like to include information on the following:

- Working hours or number of deliverables per week
- Response windows for communication
- Any relevant performance metrics

## Common Misconceptions About Virtual Assistants

There's a lot of misconceptions out there around what exactly a VA is and what they can do for your business, so let's take a look at a few of those misleading claims.

- **Lack of quality and reliability** - It's a common misconception that VAs don't offer the same level of quality and reliability as an employee would. While that might be the case in some instances, if you hire a top VA who can anticipate your needs and communicate well, they can be one of your most valuable hires.
- **Your business privacy is compromised** - Hiring a VA doesn't have to mean losing any sense of privacy in your business. You can use NDAs, tools like LastPass to securely share passwords, and other security measures to make sure it's a relatively risk free hire.

## How Can a VA Help Your Business?

By leveraging the benefits of having a virtual assistant, you can stay flexible in your business as you grow, cut down on operational costs, and benefit from support in key areas. You can outsource tasks like inbox management, social media scheduling, internal project support, and much more. Plus, with competitive hourly rates, you can spend less on the hire than you would with an employee.

To find a reliable VA, your best bet is to ask around in your network and get a recommendation from a trusted source. Otherwise, look for reputable VA agencies, or browse sites like Upwork and Fiverr for top-rated VAs to find what you're looking for.

## Frequently Asked Questions About Virtual Assistants

### How much does a virtual assistant typically cost?

Virtual assistant rates vary widely based on experience, location, and specialization. Entry-level VAs may charge \$5-15 per hour, while specialized VAs with extensive experience might charge \$25-50+ per hour. North American-based VAs typically charge more than those from regions like Southeast Asia or Eastern Europe.

## **What tasks can I delegate to a virtual assistant?**

Common tasks include email management, calendar scheduling, data entry, social media management, customer service, research, basic bookkeeping, and content creation. Specialized VAs may offer services like graphic design, website maintenance, or digital marketing.

## **How do I know if I'm ready to hire a virtual assistant?**

Consider hiring a VA when: you find yourself spending too much time on administrative tasks, you're turning down opportunities due to lack of time, or you need specialized skills temporarily. Start by identifying repeatable tasks that don't require your personal expertise.

## **Is it better to hire a VA directly or through an agency?**

Hiring directly gives you more control over selection and often costs less, but requires more effort in vetting and management. Agencies provide pre-vetted candidates and replacement options if things don't work out, but at a premium price. Your choice depends on your budget, time constraints, and comfort with direct hiring.

## **How do I measure a virtual assistant's performance?**

Set clear, measurable KPIs based on the specific tasks assigned. These might include response times, task completion rates, error rates, or customer satisfaction metrics. Regular check-ins and feedback sessions are essential for continuous improvement.

## **Make International Payments to Virtual Assistants Simple**

Wise Business offers you a way to send money when hiring a VA from overseas with transparent fees. When you use transparent pricing for international transfers, you can make overseas payments to your VA without feeling like it's an expensive risk.

### Some key benefits of Wise Business include:

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- **Major local account details** to receive international payments with ease
- **No monthly account fees** just a simple one-off fee for account details
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