



How to Scale your Business with **Virtual Assistants**

Central California Real Estate Investing Meetup



Introduction

- When I first started my real estate business I was constantly **trying to find a balance between growing my company and managing my expenses**
- One of the best ways I have found to **increase productivity without breaking the bank** is by hiring virtual assistants



Today's Agenda

- What is a virtual assistant (VA)?
- What do VA's do in my Real Estate Investing business?
- Where to **find your VA's**
- How to **train your VA's**
- How to **pay your VA's**

What is a Virtual Assistant?

A person who provides support services to a business from a remote location



What is a **Virtual Assistant**?

Needed to make a **MINDSET SHIFT**

- I spent 15+ years in a traditional corporate work environment
- Had **limiting beliefs** about what a virtual employee was capable of doing
- I found myself in space where my **business had grown** to the point where I had to hire someone to help me **BUT I didn't have the money to afford a full-time personal assistant.**

What do VA's do in my Real Estate Investing Business?

ALL of the repetitive tasks that can be done from a phone or computer



What do **VA's** do in my REI Business?

- My first VA's mainly focused on **pulling data, scrubbing lists and doing misc. administrative tasks**
- **What do you want your VA to do for you?**
 - Make a list of **ALL of the repetitive tasks** that can be done from a phone OR computer.
 - Put an asterisk next to each task that don't like to do **OR** that you're not good at.



4 VA's with 4 specific roles

As my business has grown, I now have **4 full-time VA's**. Each one has a very specific role:

- Sales & Acquisitions
- Data Management
- Administrative/Operations
- Property Management



Sales & Acquisitions

Role #1 - Sales/Acquisitions

- Cold Calls and Text Messages sellers
- Orders all Direct Mail
- Reports daily, weekly, monthly KPIs
- Follows up on all leads from CRM, runs comps, analyzes deals, negotiates offers, sends out contracts/assignment agreements via DocuSign



Data Management

Role #4 - Data Management

- Pull all marketing lists from PropertyRadar, PropStream and Real Estate sites
- Requests all public records as related to evictions, probate, water shut-off list, etc. from City/County offices
- Take the information (often times thousands of PDF files) and convert to a format that can be used for marketing purposes



Administrative/Operations

Role #2 - Administrative/Operations

- Entry-level Bookkeeping
- Transaction Coordination
- Turns Utilities On/Off, Orders Insurance on all Properties
- Collects bids from contractors, approves purchases from contractors, requests weekly progress pictures videos on all current rehab projects



Property Management

Role #3 - Property Management

- **Long-term Rentals:** Post Vacancies, Screens Prospective Tenants, Collects all Documentation, Schedules Showings, Prepares and Sends Lease Agreements via DocuSign.
- **Airbnb:** Sets up Listing, Responds to all Messages from Guests, Reviews Camera Footage, Leaves Reviews for Guests, Adjusts Pricing based on PriceLab Recommendations
- **Both:** Responds to all Maintenance Requests and Schedules Repairs with Handyman/Contractors

Where to find your VA?

You have three main options



Where to find/hire your VA

There are 3 main options:

- **Post on a freelance platform** such as Upwork, Fivver, or Onlinejobs.ph
- **Work with a VA staffing company** to prescreen applicants and set up interviews for you based on your job description and desired pay range
- **Work with company that provides fully trained VA's** based on your needs

How to train your VA?

Training your VA is an investment. You need to go into this process knowing it's going to take time, but it's worth it!



How to Train your VA

- You are bringing on a new employee. What does your onboarding look like? How do you get them familiar with your business?
- Start documenting EVERY process that you want your VA to do
- Build out a training library using Google Drive and have both written and video instructions on each task you need them to complete

Without the proper training and engagement you're setting your VA's up to fail. This is a common mistake that I see with a lot of new investors.

How to pay your VA?

Hourly wage and opportunities for bonus pay



How to Pay your VA

- **Our VA's earn an hourly wage (\$6 per hour or more) plus a bonus depending on their role with the company.**
 - **Acquisitions VA:** \$200 bonus on every deal they close.
 - **Property Management VA:** \$100 bonus for every vacant unit they fill and \$50 bonus each month for every Airbnb they manage
 - VA's send their monthly pay request with days/hours worked plus bonuses to my Operations Manager at the end of every month for approval
- **Payments Processed via TransferWise or Payoneer**

Conclusion: Lessons Learned



My virtual employees have been **some of the best employees I have ever hired.**

Loyal, Hard Working, Detail-Oriented and a crucial part of our day-to-day operations

If you spend the appropriate amount of **time, effort and energy** into hiring and training your **VA's they can be a great way to scale your business!**



Thanks!

Any questions?



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