

BROKER/OWNER
Conference & Expo







March 28-30
Hyatt Regency
Hill Country
San Antonio, TX

Session Title: The #1 Way To Increase Productivity & Profitability
Presented by: Pete Neubig

1

About Pete Neubig

- Co-Founder Empire Industries (2012 - 2019)
- East Region Vice President Mynd (2019 - 2021)
- Co-Founder VPM Solutions (2020 - present)
- NARPM RVP (2018 - 2020)
- MPM, RMP, TRLS, TRPM, Broker
- Host NARPM Radio Podcast











BROKER/OWNER
Conference & Expo

2

Biggest Issues Facing PM Companies Today

- Payroll
- Increasingly difficult to find good people
- Stress
- Communication
- Reactive








BROKER/OWNER
Conference & Expo

3

Case Study - Empire Industries




- Payroll expenses 56%
- Staff must be overwhelmed to make profit
- The story of Sharon
- Results
 - Reactive to Proactive
 - PMs become client relationship specialists
 - Build relationships
 - Decreased churn
 - Increased revenue - capture more sales, less churn, more referrals
 - Payroll - 34%

4

Why Virtual Assistants?



- Salaries are increasing (2.5 - 3x to 1)
- People do not want to work
- People want to work from home
- Harder to find appreciative people for low level jobs
- Better quality team members for lower skill work
- Access to more talent

5

When do you hire a VA?

- Payroll costs are too high
- Your team is stressed
- Your getting complaints from clients regarding lack of communication
- You are unable to run a proactive company
- Your team is no longer doing the little things (ex., getting reviews)
- You want to grow


6

What can a VA do for me??

- Call center
- Assistant
- Maintenance Coordinator
- Inside Sales
- Utility Turn on / Turn offs
- Onboarding
- Move in / Move out services
- Lease Renewals
- Resident Services
- Marketing
- Social Media
- Property Accounting
- Bookkeeper
- Application processing
- Lease Preparation
- Turn over coordination
- Collections
- Lease marketing
- Turn coordinator


P-I-V-O-T REALTY PARTNERS

BROKER/OWNER Conference & Expo

7

How to hire a Remote Team Member.

- Core Values
- Personality Profile.
- Key Performance Indicators (KPIs)

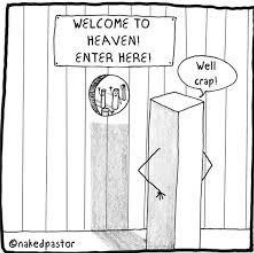


P-I-V-O-T REALTY PARTNERS

BROKER/OWNER Conference & Expo

8

Don't Put a Square Peg in a Round Hole



@nakedpastor

BROKER/OWNER Conference & Expo

9

Put Them in The Right Seat

P-I-V-O-T
REAL ESTATE

BROKER/OWNER
Conference & Expo

10

Point Them in the Right Direction

P-I-V-O-T
REAL ESTATE

BROKER/OWNER
Conference & Expo

11

Creating the Job Role

- Create job role
 - Be precise
 - DISC
 - KPI
 - English proficiency

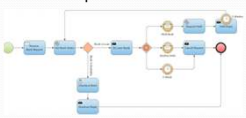
P-I-V-O-T
REAL ESTATE

BROKER/OWNER
Conference & Expo

12

How to Create the Job Role

- Create a time study
 - Write down all low level / low enjoyment actions
- Review the process
 - Process flow
 - Identify tasks that can be performed by a remote team member
 - Can one person own the process



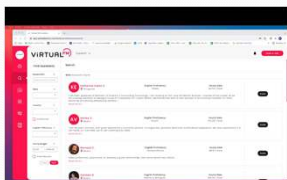
P-I-V-O-T
REAL ESTATE

BROKER/OWNER
Conference & Equip

13

How Do I Find Virtual Assistants

- Placement Service Company
- Vpmsolutions.com




P-I-V-O-T
REAL ESTATE

BROKER/OWNER
Conference & Equip

14

Equipment Requirements

- Internet speed test
- Computer
- Soft phone
- Accessories - webcam, second monitor, headset, other




P-I-V-O-T
REAL ESTATE

BROKER/OWNER
Conference & Equip

15

Pre-Requisites

- Resume
- Video Resume
- English Test
- Personality Profile Test




P-I-V-O-T
REAL ESTATE

BROKER/OWNER
Conference & Expo

16

Interview

- Tell them about your company
- Interview like you would any team member




P-I-V-O-T
REAL ESTATE

BROKER/OWNER
Conference & Expo

17

Background Screening

- When should you background check?
- How much does it cost?
- How long does it take?




P-I-V-O-T
REAL ESTATE

BROKER/OWNER
Conference & Expo

18

Compensation

- Hourly rate
- PTO
- Holidays
- Computer
- How Do you pay them
- Taxes?



PIVOT
REAL ESTATE

BROKER/OWNER
Conference & Equip

19

Training

- One Minute Manager
- Do not need to build training before hiring
- Spend 1 - 2 hours per day / record meeting
- Team member builds training / documentation




PIVOT
REAL ESTATE

BROKER/OWNER
Conference & Equip

20

How to Manage your VA

- Communication
 - Video conference
 - Messaging - slack
- KPI
- Daily / weekly meeting
- Weekly meeting structure
 - Feel good
 - KPI
 - Challenges
 - Ways to increase efficiency
 - How can I help achieve your goals
 - Stress level
- Performance Reviews




PIVOT
REAL ESTATE

BROKER/OWNER
Conference & Equip

21

Part of the Team

- Profile on website
- Video conferencing
- Ownership
- Change to process / not policy
- Career path



P=I=V=O=T
REAL ESTATE

BROKER/OWNER
Conference & Expo

22

Resources

The One Minute Manager - Ken Blanchard

Internet Speed Test - <https://www.speedtest.net/>

Interview Questions - <https://knowledge.vpmsolutions.com/knowledge/possible-interview-questions>

Guide to hiring a VA - <https://www.vpmsolutions.com/blog/10-easy-steps-to-successfully-hiring-a-virtual-assistant>

8 steps to retaining a VA - <https://www.vpmsolutions.com/blog/8-steps-to-training-and-retaining-a-virtual-assistant>

Job descriptions - <https://www.vpmsolutions.com/what-a-va-does>

Compensation guidelines - <https://knowledge.vpmsolutions.com/knowledge/compensation-guide>

Sample offer letter - <https://knowledge.vpmsolutions.com/knowledge/sample-virtual-assistant-offer-letter>

Personality Profile Test - <https://www.tonyrobbins.com/disc/>


P=I=V=O=T
REAL ESTATE

BROKER/OWNER
Conference & Expo

23

Contact Info

Pete Neubig
832.656.3740
Pete@vpmsolutions.com
VPMSolutions.com
facebook.com/virtualpmsolutions
linkedin.com/company/vpm-solutions
twitter.com/VPM_Solutions



P=I=V=O=T
REAL ESTATE

BROKER/OWNER
Conference & Expo

24



25
