

## How to Grow and Scale: Leveraging Virtual Assistants to Double Your Property Management Business




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### Our Background



**Your Presenters:  
Anne & Mark Lackey**

- Real Estate Agents / REALTORS® Since 2005, NARPM Members Since 2007, Associate Brokers Since 2009
- Transacted \$39 Million In Real Estate Over Past 5 Years
- Top 1% Real Estate Team In Atlanta Multiple Years
- 2010 Pinnacle Award Winner – Small Business Category
- Own A Property Management Company, A Rehab Company and Several Others
- Managed an Average Of 185 Properties for The Last 10 Years.
- Create & Teach Realtor® CE Classes For Agents
- Best Selling Authors on Amazon
  - Double Your Real Estate Business
  - Multiply Yourself
  - Rent & Grow Rich
  - Robin Hood Is Not Dead And Others
- Real Estate Radio Show Hosts and Frequent Guests On Real Estate Radio Atlanta

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### Which Property Manager Are You?



- Not Maximizing Income Potential
- Reactive
- Missing Opportunities/Deadlines
- Stressed Out/ Out of Control
- No fun



- Maximizing Income Potential
- Proactive
- Reminders of Important Dates
- In Full Control
- Doing Only The Tasks They Like

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**The Difference Between Stress-Free Property Managers & Others Is...**

How You Utilize – Your TIME



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**The Most Successful Property Managers Value Their Time**

Utilize Other People to Do Work They:

- Don't Want To Do It
- Can't Do it
- They'd Die Before They Will Do It

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**Think About The #1 Thing**

**That You Know You Need to Do But Don't Want To Do**



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**4 Main Responses**

Branding

Office Administration

Contract Management

Prospecting

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**Prospecting**

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**Every Property Manager Needs New Clients**

How Much Time Are You Spending Prospecting & Following Up on Leads?

Are You Missing Opportunities Because You Can't Respond Fast Enough?

Are You Able To Easily Weed Out The "Tire Kickers" Versus Those Who Are Serious About Your Services?

What if you cut down your time spent by 75%?

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**Every Property Manager Needs A Brand**

Does Your Market Know You & Your Company?

Are You Attracting the Best Clients & Tenants Because of Your Brand Message ?

How Much Time on Tasks: Social Media, Blogging, Community Outreach?



What if you cut down your time spent by 75%?

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**Contract Management**

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**Every Property Manager Has Paperwork**

How Much Time Are You Spending Preparing Leases? Preparing for New Tenants & Renewing Existing?

Are You Missing Required Documents to Protect Your Firm?

How Much Time on Tasks: Reviewing Move In Inspections, Vendor Invoicing, Payroll, AR & AP, etc.



What if you cut down your time spent by 75%?

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**Every Property Manager Needs....**

An Extra Pair of Hands

To solve this, we hired virtual assistants calls



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**A Virtual Assistant Does Any Tasks That Can Be Done With a Computer or a Phone**

For Example:

- Prospecting/Lead Management
- Social Media Management
- Preparing Pre-Printed Forms
- Preparing Mailings
- Answer the Phone
- Set Appointments
- Preparing Market Analysis
- Manage Your Emails & a whole lot more...

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**What Keeps Property Managers From Using a Virtual Assistant?**

Loss of Control    **FEAR!**    Lack of Knowledge

Lack of Time to Train

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### How to Hire Your Virtual Assistant

- Staffing Agency
  - Placement
  - Placement and Management
- Hire on Your Own



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### How to Train Your Virtual Assistant



- You have to be prepared
- You have to have plan
- You need detailed examples of what you want them to do.

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### Training and Onboarding

- This Is Where the Opportunity Is Made Or Lost
- Bad Hiring Costs Time and Resources
- Create Road Map
- Set Expectations



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### Testimonials

I wish I had tried to contract you to train all of our past staff on a "trial" basis!! YOU ARE AMAZING ANNE!!! We would love to start interviewing for the 3 additional assistants as soon as you can. ~ MV - Broker

The level of service we get is amazing. Our VAs are trained well and confident. This has made my life so much easier. ~ MG - Office Staff

Having a virtual assistant has allowed me to focus on the tasks I want to do and eliminate those that I don't like. It has increased my productivity by over 100% & allowed me to better serve my clients. ~ WD - Agent

I am able to maintain my business & income while traveling 1 week out of the month. Having the right VA is amazing! ~ RN - Agent



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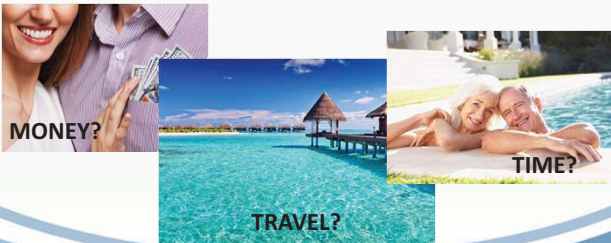
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### What Would That Enable You To Do?



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### Did You Know?



A Virtual Assistant costs a FRACTION of the cost of a local employee?

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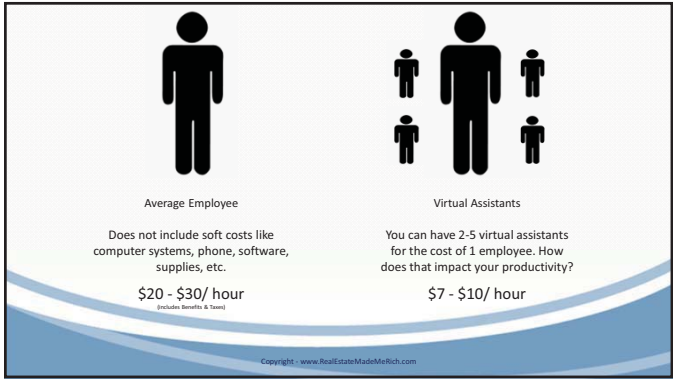
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**Average Employee**

Does not include soft costs like computer systems, phone, software, supplies, etc.

\$20 - \$30/ hour  
(Includes Benefits & Taxes)

**Virtual Assistants**

You can have 2-5 virtual assistants for the cost of 1 employee. How does that impact your productivity?

\$7 - \$10/ hour

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### What You Can Teach Your Virtual Assistant To Do

**A. About You & Your Business**

1. How The Leasing Process Works
2. Who Is Involved In a Property Management Firm
3. The Major Relationships You Have

**B. Lead Generation**

1. What is Lead Generation
2. How Leads Are Handled

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### What You Can Teach Your Virtual Assistant To Do

**C. Research**

1. Pulling Leads Lists for Marketing
2. Reviewing Market Trends

**D. Social Media Marketing & Posting**

1. How to Post in FB
2. How to Post in LinkedIn
3. Blogging on Your Website
4. YouTube

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**What You Can Teach Your Virtual Assistant To Do**

E. Showing Appointments

1. Setting appointments
2. Calling for Feedback
3. Managing Viewings

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**What You Can Teach Your Virtual Assistant To Do**

F. Home Analysis

1. Rental CMA – What is it?
2. Establishing value/price or offer for a specific home
3. Various Tools/Websites used for data collection
4. Days on Market

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**What You Can Teach Your Virtual Assistant To Do**

G. Listing Management

1. Put in various websites
2. Updating for price changes
3. Owner showing reports
4. Follow up for home viewings

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### What You Can Teach Your Virtual Assistant To Do

H. Paperwork Preparation

- 1. Process applications
- 2. Prepare preprinted forms
- 3. Coordinate move in/move out appointments
- 4. Review paperwork to ensure all the details are done
- 5. Organize electronic files for easy access

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### What You Can Teach Your Virtual Assistant To Do

I. General Office Administration

- 1. Answer phones
- 2. Accounts Receivable
- 3. Accounts Payable
- 4. Gather timesheets
- 5. Follow up on Vendors' Insurance that expires
- 6. Follow up on Owners' Insurance that expires

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### Here is What You Need to Consider

Technology & Communication

- 1. How will your VA access your information?
- 2. Will your VA communication with you & others?
- 3. What are your expectations of performance?
- 4. How are you measuring performance?
- 5. Feedback loop
- 6. What is your process when not meeting expectations?
- 7. Have you documented your systems?

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**Getting Started**

How Much of YOUR Time Would it Take You to Develop and Train your Virtual Assistant?  
**- 1 to 2 Hours Per Task?**

How much of YOUR Time to Create a Job Description?  
**- 1 to 2 hours?**

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**Getting Started**

How Much of YOUR Time to Find a Staffing Agency?  
**- 4 to 5 hours or more?**

How much of YOUR Time to Figure Out the Technology that works best?  
**- 2 to 3 hours or more?**

**That adds up to 20 Hours ... Easily**

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**Interested In Learning More?**

We are providing you with our best selling book to anyone who wants to provide us with their email within 72 hours:

[www.HireSmartVAs.com/freebook](http://www.HireSmartVAs.com/freebook)

**We are the EASY Button for Busy Property Managers!**

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