

# REAL ESTATE VIRTUAL ASSISTANT (VA)

## What does a Real Estate Agent truly needs?

To be honest, I'm only familiar with being Real Estate V.A. and I don't have any experience being a Virtual assistant. But, if you are going to ask me about REAL ESTATE assistant, now that is an interesting topic we can talk with. Let me tell you this small story of mine before we start our long talk about **the 4 major benefits** of having an assistant. In a land so far-away, there was a boy with blessed with 3 adorable sisters and a single mother left by his jerk husband.



The eldest sister was skilled in business and his little brother would always follow her because of his trust and admiration. The eldest is a really skilled entrepreneur and she earned the title of being a "Sales Director" of the Mary Kay Company at the year 2016. Years pass and his big sister was honored with being a top 3 REAL ESTATE BROKER in Davao City with a client of 37+ a month and it is still growing day by day due to her hard-work and skills. Things were perfect until an unfortunate turn of events occurred.

Without a word, the eldest child, the bread winner of the family left with no signs of tracing her, no one can contact her and like a bubble, gone... The little boy who always observe her actions managed to adapt the knowledge and wisdom gaining a vast amount of experience about handling negotiations and that guy is me. I've managed to learn things like a real estate agent or broker are always on the rush, their time is not gold but diamond. They go from places to places for interested buyers about the properties that they offer and scheduling all the meetings they have with a new prospect.

Besides keeping on searching for new leads, either buyers or sellers, among so many other tasks a REAL ESTATE AGENTS or BROKER has. They never had the time for themselves like having a time for their family or enjoying the cash by eating in a restaurant or driving the brand new car earned through Real Estate for picnic. This is the thing that I've discovered about being a Real Estate Agent or Broker. They really need an "ASSISTANT", an assistant that will provide 4 major benefits to an agent or broker will help them schedule their day or search for new leads and prospects, making sure that every potential clients or buyer and seller are happy with your work and among many other things.

I've been saying a lot of things and you can punch me in the face if those things I said about how busy a real estate agent or broker are, is not true. First benefit about having an assistant is "boosting your **PRODUCTIVITY**". Why? Because they can provide you with this;

- They help you manage your day/time
- Allows you to prioritize important stuff about family or real estate business (Gentlemen, family always comes first)
- They can remove spam emails
- They can take care of screening incoming calls for you
- Assistant can give you more time with meeting more prospects and closing more deals

## Boosting Productivity



We've managed to unlock the first benefits of having an assistant as a Real Estate Agent or Broker. Now, after boosting your productivity. The second benefit will follow and it will be "enhancing your **WORK QUALITY**". Quite, intriguing right? This will answer your question;

- Bored with stuffs that are not so fun to do? Let your assistant do the job!
- Having problem with organizing the listings of contacts, clients and properties? Let your assistant do the job!
- Inputting data into your CRM or Customer Relationship Management? Let your assistant do the job!
- Perhaps you need a presentation in PowerPoint done or a blog post written on your website a.s.a.p? Let your assistant do the job!
- Having a stiff neck and your back hurts that it really needs a massage? Let your wife do that job. Just trying killing your boredom.

## Enhancing Work Quality



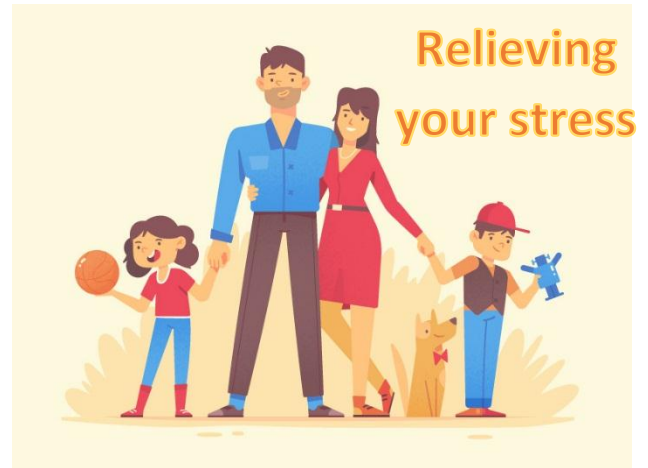
Now we are done with first and second, it is time for round three. Let's get ready to rumble! The third will be "Improving your **Sales Conversion**". How can a single assistant improve my sales conversion? Here's how;

- Capable of giving you some lead ideas about their research
- They can help you find a deal by chance. (This is very rare like a steak)
- If you are a realtor by chance your assistant can call up home owners who are in foreclosure and asking if they have a realtor.



## Improving Sales Conversion

This is the last benefit of having an assistant and it is “**Relieving your Stress**”, you may be working by more than 10 hours a days but that doesn’t mean you are really productive all the time. Work hours is not measured by quantity but it scaled in terms of quality because stress lessens our energy for work. When you are relaxed and you work for 4 hours and you are more productive, you’ll still have a lot of time for yourself and you’ll be happy with your family.



- Having an assistant is not just an employee but also a friend who will care about your job and health. Helping you improve your lifestyle by lessening your work and giving you more time for your family.

I know that you’ve noticed a flaw in this explanation of mine that I never mentioned anything about how a Real Estate runs or discussing it’s principle. This is not about Real Estate but this is about you who works hard for your family and giving you a good time to understand that life is too simple. “You only live once” and that is the reason why we should cherish our life more with people who truly loved us. Let me help you.

- Concerned Real Estate Assistant

