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Service & Pricing

# MENU



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# DIGITAL NAVIGATION MENU

## INTRODUCTION: FROM THE CEO

<u>What We Do &amp; How It Works</u>	<u>REVAS: Our Core Values</u>	<u>Process-Based, Not People-Based™</u>
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### *Our Three Primary Service Categories:*

<u>REAL ESTATE VIRTUAL ASSISTANTS</u>	<u>REAL ESTATE CONSULTING SERVICES</u>	<u>REAL ESTATE PROCESS DEVELOPMENT</u>
Administrative Assistants	Outsourcing Consulting	'Done For You' REVAS-Style SOPs
Client Relationship Management	Business Process Consulting	Existing Process Optimization
Marketing Virtual Assistants	Waste Reduction Consulting	Process Creation for Real Estate Startups
Lead Generation Assistants	Real Estate Marketing Consulting	Telemarketing Script Writing
Receptionist & Secretarial Assistants	Technology Consulting	Real Estate Software Setup & Optimization

### *Pricing Packages For Each Service:*

<u>VIRTUAL ASSISTANT PRICING</u>	<u>CONSULTING SERVICE PRICING</u>	<u>PROCESS DEVELOPMENT PRICING</u>
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# VIRTUAL ASSISTANT SERVICES

<u>ADMINISTRATIVE ASSISTANTS</u>	<u>RELATIONSHIP MANAGEMENT</u>	<u>MARKETING ASSISTANTS</u>
Transaction Coordination	Client Relationship Nurturing	Email Marketing
Web Research & Data Scraping	CRM Software Support	Social Media Marketing
Real Estate List Building Services	Email / Print Newsletter Marketing	Facebook Marketing
Basic Data Entry & Record Keeping	Past Client Reactivation Services	Search Engine Marketing
Real Estate Website Maintenance		Real Estate Website Design
		Company Branding
<u>LEAD GENERATION</u>	<u>RECEPTIONIST / SECRETARIAL</u>	<u>CUSTOMIZED OUTSOURCING</u>
Telemarketing Services [*]	Inbound Call Receiving & Reporting	Business Process Outsourcing
Postcard Marketing	Prop. Management Dispatch Center	Comprehensive Labor Arbitrage
Lead Management	Calendar Management Outsourcing	Joint Ventures / Marketing Alliances
Pre-Qualified Acquisition Leads	Virtual Personal Assistant Services	
Online Ad Posting		
<u><b>VIRTUAL ASSISTANT MONTHLY PRICING</b></u>		

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# **INTRODUCTION: FROM** **THE CEO**

Dear Fellow Real Estate Professional,

Our mission at Real Estate Virtual Assistant Service (REVAS) is to help you **automate & outsource your real estate business.**

I am a firm believer that technological unemployment is on its way, even for us in the real estate industry.

It's not just truckers & warehouse workers whose jobs are at risk to AI and robots. Before computers are smart enough to take over our jobs, new advancements are making it easier for companies to do more deals with fewer staff.

According to the [Bureau of Labor Statistics](#), real estate professionals are already seeing median wages drop while the average wages increased. In other words:

**Fewer top producers are dominating, while the rest are struggling to stay afloat.**

This is often thanks to new software tools & innovative tactics that were technologically or economically impossible a decade ago. Today, they're commonplace, and necessary just to keep up.

# How Can We Help You Stay Ahead Of The Curve?

We want to make it **quick & simple to automate and outsource your business.**

Our mission is to help you build a profitable back-office that's sustainable and scalable. We want to become an invaluable partner in your success. We want to be your competitive advantage.

While this Service & Pricing Menu is long, you don't need to read every detail.

**Beyond this introduction, we're going to begin with 4 core concepts** about REVAS that will guide the rest of your reading:

1. **What We Do & How It Works.**

An overview of the step-by-step process we'll follow to get you set up and what it's like working with us.

2. **Our Core Values.**

Eight core principles that form the foundation for everything we do & every decision we make.

3. **Process-Based, Not People-Based™**

Our motto that gets you better results than the alternatives, and what it means for you as a Client.

4. **Standard Operating Procedures (SOPs).**

Why we require REVAS-Style SOPs to work with our VAs, and how you'll benefit from this proven approach.

Check out these ideas, commit them to memory, and your browsing of the rest of this document will be much simpler.

If you have any questions, you can always email me:  
[marshall@revas.us](mailto:marshall@revas.us).

## Why Read 180+ Pages Of Marketing?

There's a reason the first thing we send you is this 180+ page Service & Pricing Menu:

### **Automating & Outsourcing your Real Estate Business is not easy!**

What we do is not for everyone.

Our goal is to make sure your success is as guaranteed as possible, but ultimately the way you use REVAS can potentially make or break your business.

That's why I'd like to personally recommend that you **focus on *small, incremental* adjustments.**

Working with Virtual Assistants and delegating work off your plate in a systematic, organized way is a tough new habit to add to your life.

By getting simple tasks delegated to a Virtual Assistant once & for all, up & running smoothly without constant ongoing efforts, you're slowly **building a more automated, scalable business.**

This 180+ page *Service & Pricing Menu* is all about how to do that.

**Think of this as an Encyclopedia on all you can accomplish with Real Estate Virtual Assistants and Automation.**

There's no need to read this in one sitting. Take your time, print it out, and review it at your convenience.

My sole hope in sharing this document with you is that this will be the first step toward your success with REVAS!

As you will read herein, our [#1 Core Value](#) is:

***“Obsess over Client Success.”***

Consider this your introduction & welcome to that core tenet of our entire business.

To your success,

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Marshall Hatfield

Co-Founder, CEO

Real Estate Virtual Assistant Services

[marshall@revas.us](mailto:marshall@revas.us)

# What We Do & How It Works

At REVAS, all new Client relationships follow a simple 7 step process:

## **1. Schedule Your Opportunity Analysis Consultation.**

**The first step for *all* new REVAS Clients** is to schedule - and show up for - your introductory:

### Opportunity Analysis Consultation

(Or 'OAC' for short.)

This 50 minute, one-on-one, diagnostic Consultation with the REVAS Intake Manager is designed to ensure we make the right choices for your Virtual Assistants.

Based on your answers from the Intake Form and discussion on the OAC Call, we'll have a clear idea of the best opportunities for working together.

## **2. Pick one Task to start.**

After your Opportunity Analysis Consultation, we will be able to confidently recommend one (or at most two) highest priority task(s) to start.

This is primarily because at REVAS, **we require detailed, step-by-step Standard Operating Procedures (SOPs)**

## **before you can delegate tasks to your own Virtual Assistant.**

Over the years we've proven the advantage of working [Process-Based, Not People-Based™](#) to ensure you get the best possible results with your VAs.

That's why your SOPs *for each task* must be approved by our Training Manager, before assigning them to your Virtual Assistant.

For some examples of the REVAS-Style SOPs we require, check out the chapter on [Real Estate Standard Operating Procedures](#) below.

The more tasks you assign at once, the greater the complexity, confusion, and likelihood of failure.

Hence, we highly encourage new clients to **pick one task to start.**

### **3. Clear your first Invoice.**

We invoice via email, which you can pay via credit card or PayPal. We also accept checks if you prefer.

Remember, we're [a US-based company](#), so file this in the Expense column.

All Virtual Assistants are employed by us directly, with no middlemen or subcontractors, ensuring you have a simple, low-commitment working relationship with no concerns about recruiting, hiring, payroll, 1099s, or any HR headaches.

Just check out securely online, and we'll get to work.

## **4. Get your SOP(s) Approved.**

As mentioned above:

REVAS requires detailed, step-by-step Standard Operating Procedures (SOPs) before you can be assigned your own Virtual Assistant.

This step will be getting your SOPs approved by a REVAS Training Manager.

An approved Standard Operating Procedure will include all the necessary documentation & training materials to be sure your VA does your work correctly.

This means including essential campaign details like task manuals, call scripts, message templates, lead lists, account logins, and more.

Whatever the VA will need, we'll make sure it's in the SOP for a smooth, streamlined workflow.

Our goal is always to have a Standard Operating Procedure that's able to stand alone with little to no extra training required.

## **5. Training & Incubation.**

Depending on the task, it will take anywhere from **the first 2 - 20 work hours** to get your VA up to speed. We are very flexible during the setup process and will be sure everything gets off on the right foot.

## **6. Work finds its flow.**

Once your VA is up to speed and things are moving smoothly (usually within the first 20 - 40 work hours), the work will find its flow. At this point, your VA's daily activities will be as much on auto-pilot as you want them to be. Some of our clients never even speak to their VA directly!

## **7. Repeat.**

Once you have your first task effectively outsourced & running profitably on auto-pilot, it's time to outsource more. You might even feel confident enough to start delegating 2 - 3 tasks at a time to your back-office team.

You don't always need to schedule another Opportunity Analysis Consultation to add more Virtual Assistant Tasks to your queue.

However, you will always need to get your new Standard Operating Procedures approved, to be sure that you're taking a path of success with your Virtual Assistant.

So, you can go back to Step 2, and put this list on an infinite loop.

We're here & happy to help you streamline and automate your real estate business.

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# Our Core Values

We're not one of those companies that puts the Core Values in a plaque on the wall only to pay lip service to a lofty list of hyperbole. Quite the contrary:

We hire & fire by this list of Core Values.

There have been plenty of painful experiences firing VAs *and* Clients who might have been a fit on skills or budget, but not culture.

These Core Values are the foundation of what we do and who we are.

## 1. **Obsess over Client Success.**

Start from the Client's success and work backwards. Work hard to earn & keep Client trust. Devote 100% to achieving the Client's goals, and let the rest follow.

## 2. **Build a supportive, family environment.**

Building a great company starts with getting the right people on board. Despite living across the globe from one another, we consider you part of one big family, sharing common values & goals. We're in this together.

## 3. **Be efficient.**

No process is ever perfect. Consistent, small improvements create big results. Waste less, and build more streamlined systems.

4. **Have fun.**

Be yourself, don't be too serious, and steer clear of "corporate" ways of being. Be natural, be real, and keep your sense of humor. We're in this together, so remember to have fun along the way.

5. **Think long-term.**

Never accept a short-term solution for a long-term problem. Embrace & drive change with a vision for years, decades, and centuries into the future.

6. **Create independence.**

Become great at something valuable and play to your natural strengths. Help others build their own highly independent, self-actualized lifestyles to achieve the same for yourself.

7. **Be dependable.**

Be honest. Your word is your bond. Show up on time, do what you say you will, and don't over-promise. Be realistic, honest, and candid in your communications to build lasting relationships based on trust & openness.

## 8. **Be humble.**

No matter how good things are today, there are always challenges ahead. Everyone deserves respect & dignity, so treat others how you'd like to be treated. Don't be arrogant, don't brag. The best leaders achieve their aims, and their team proclaims "We have done it ourselves." When you do things right, people won't be sure you've done anything at all.

If you just read that list and felt some resonance, please do [Contact Us](#) here.

Or, if you read that and thought "That's the type of company I like to do business with," then we'd like to hear from you. The first step for all new Clients is scheduling a complimentary [Opportunity Analysis here.](#)

## **Your Integrated, Modular Back Office Support Staff**

Real Estate Virtual Assistants are your ever-present, ever-ready team dedicated to your success (from the other side of the planet). They're not experts at what you do... but they *are* experts at helping with their one small, repetitive contribution to your business.

Your Virtual Assistant(s) are happy to work for you too, because you offer them an exciting and unique job experience.

# WHY HIRE REAL ESTATE VIRTUAL ASSISTANTS?

While additional "hidden" benefits are aplenty, there are 3 primary reasons people choose to delegate at least a portion of the workload to Virtual Assistants:

1. **Save Time**: Shave hours off your work day by using VAs to get it all done, quicker.
2. **Save Money**: Slash payroll costs 40 - 80% by outsourcing your menial, repetitive tasks to cheap offshore VAs.
3. **Grow Your Business**: Add profit centers using VAs dedicated to generating leads and closing sales.

We have a whole list of suggested [real estate virtual assistant services](#) that will help you pick the right task-list for your business. Plus, our real estate VAs work only on similar real estate related tasks, so you can be sure that you'll be getting access to a dedicated team already familiar with the basics... ready to go whenever need them.

## THE ONE THING EVEN WE DON'T OUTSOURCE

While 90% of our Virtual Assistants are located in East Asia (Pakistan, Philippines, Bangladesh), there is one type of work that even we don't outsource... Specifically:

**All our copywriting is done by US-based, native English speaking college graduates.**

So, if you hire us for any task that includes writing, you can rest assured that it will be done by US-based writers with a firm (native speaking) grasp on English, as well as rudimentary knowledge of some of the finer points of the real estate trade.

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# **Process-Based, Not** **People-Based™**

At REVAS, our team is like a family even though we're spread around the globe and rarely (if ever) see each other face-to-face.

Even in this Virtual world, our [#2 Core Value](#) is:

## **Build a supportive, family environment.**

However, just because we put our *people first* doesn't mean we're building a business *dependent on the people here today!*

Lives change, people change, and as time moves on, so too, do people. We've 'lost' employees to marriages, moves, new children, health issues, and even death.

While we *are* a tight knit group who operate as an extended family unit, we also share another Core Value in common (#3):

*Be efficient. No process is ever perfect. Consistent, small improvements create big results. Waste less, and build more streamlined systems.*

To be efficient and build a business around streamlined systems that is sustainable and scalable, everything we do must always be **Process-Based, Not People-Based**.

## What Does It Mean To Be Process-Based?

To put it simply, being Process-Based means **the process comes first**.

In the immortal words of [Warren Buffett](#):

*“I try to buy stock in businesses that are so wonderful that an idiot can run them. Because sooner or later, one will.”*

You might not be thinking as much about buying stock as Warren Buffett, but every moment you put into your business is investing "stock" of your most limited asset, time, into the company you're building and the income you're earning.

You're also probably not thinking as much about what idiot might run your business some day in the future (after you've sold it or retired), but that doesn't mean you can't be building your business in a way that even an idiot *could* run it!

There's a reason Buffett invests in this type of company.

And it has a lot to do with their **systematic, standardized, Process-Based approach**.

A Process-Based business mindset will not only save your company tons on management costs, waste, and human capital.

It will also guarantee your operations are more stable, more resilient, and more efficient for the long-term. Plus, your processes add Intellectual Property value you can leverage when you eventually *do* decide to franchise, sell, go public, or retire.

## The Bus Factor

**“If your best employee got hit by a bus tomorrow, would your business survive?”**

This [morbid test of a company's resilience](#) is especially popular in the [tech industry](#), but applies to every company ever.

How many people would have to die in a bus crash...

... for your business to be guaranteed the same fate?

Just one?

Maybe two?

Most real estate companies tend to be dependent on 1 to 3 bright minds, without whom the company automatically folds.

**What would it take to build *your* business in a way that it could not only survive, but thrive, even without you?**

The answer is simple: it would take systematic, step-by-step procedures (SOPs) that even an idiot could follow to keep the business afloat, generate revenue, and capture profits.

Being Process-Based means surviving the Bus Factor with maximum resilience, through a combination of:

- Duplicating knowledge among your team,
- Systematizing & documenting your processes,
- Automating as much as possible, and
- Storing this all securely so it can be remotely accessed from anywhere by authorized personnel.

Everything we do at REVAS focuses on these concepts first & foremost, all following the principle of:

***Process-Based, Not People-Based.***<sup>™</sup>

Even if this approach doesn't come naturally to you, or in case you might not get it at first...

Once you've worked with us and experience it, you'll never go back to the old ways, and probably wonder why you haven't been running things like this since you started.

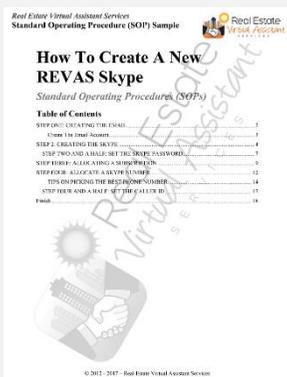
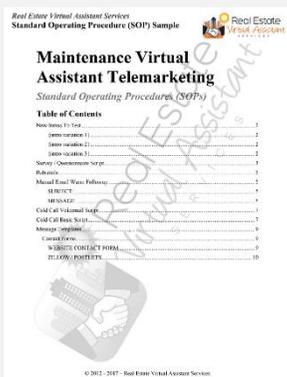
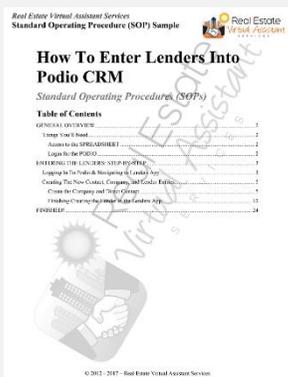
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# **Standard Operating Procedures (SOPs)**

There's a reason at REVAS we **require step-by-step Standard Operating Procedures (SOPs) to work with our Virtual Assistants:**

While people come & go, a process remains, which is why we always work [Process-Based, Not People-Based](#)<sup>™</sup>.





These are only a small variety of samples, and include only snippets of the full (often 20+ page) PDF Standard Operating Procedure documents.

We don't put the full-length SOP Template samples on the web directly.

If you'd like to get access to full-length versions of these SOP Templates, as well as many of our Real Estate Telemarketing Script Templates, [Request More Info here](#), and you will receive the full-length PDFs, for free, as a member of our email mailing list.

## How To Benefit From Our Proven Real Estate SOPs

We at Real Estate Virtual Assistant Services take a continuous improvement / kaizen / Six Sigma approach to system optimization.

Our [#3 Core Value](#) is “Be efficient.”

It's our business to stay focused on identifying, tracking, and **eliminating waste**.

As a company that sees behind-the-scenes for a lot of real estate businesses just like yours, one thing's for certain: a lot of the industry is still very wasteful & inefficient.

However, the tide's already turning. Real estate professionals are constantly being asked to provide more, for less.

That's where Standardized Operating Procedures come in.

We'd love to be able to provide universal SOPs that will work for everyone, and you can see from the examples above that many processes share many details in common, but ultimately:

**Every business is unique, as is *every single* process!**

No matter how similar it is to other real estate companies, ***your business is unique***. You have your own specific ways of doing certain activities that are slightly different from everyone else.

This means to truly measure & manage what's going on, and operate Process-Based, not People-Based, you'll need SOPs custom tailored to your own existing procedures.

Our goal is to get you started off on the right foot, as well as provide a '[Done For You](#)' option so you barely have to lift a finger to get SOPs that map out every single detail.

Because, while your business is unique, in several fundamental and basic ways, ***every real estate company is the same***.

Real estate transactions & management take on certain similar characteristics the world over.

There are finite lead generation channels, few major tech tools, list brokers, service providers, and untapped deals out there.

This is where working with real estate virtual assistant service providers who already have a variety of matured, systematized, and proven Standard Operating Procedures can make your life a lot easier.

## **Working With REVAS Will Make Your Life Easier**

We're in the business of taking a Process-Based, Not People-Based approach to solve your problems & help you succeed.

Thanks to implementing hundreds of SOPs for dozens of companies over years of experience, we have developed a pretty clear idea of what does (and does not) work.

One thing we know for certain is that without systematic processes, outsourcing is uncertain at best, disastrous at worst.

That's why:

**For every new task, we always require a systematic, REVAS-Style, step-by-step Standard Operating Procedure.**

We provide ['Done For You' Process Development Services](#), or assist real estate business people like yourself on creating & submitting your own SOPs for approval by our Training Manager.

We're also constantly working on our own internal SOPs as a template to make the process for you more easy, efficient, and dependable. We have everything from proven real estate telemarketing scripts, to social media action plans, to pre-built databases of leads integrated with existing SOPs, and now you can get access to this same level of systematization in your own back-office.

As you can imagine, we've built up quite the database of Real Estate Standard Operating Procedures, so have a pretty good idea of how to create one that works.

Our greatest strength is in our ability to provide you low-cost, reliable Human Resources working Process-Based, Not People-Based™ off an ever evolving arsenal of Standard Operating Procedures (SOPs).

By working with some of the most successful brands & franchises in the world, we are always learning new and better ways to run our operations that can be easily turned to benefit your own real estate business.

## Real Estate VA Division of Labor



Through systematic division of labor in our back-office, you'll get access to Real Estate Virtual Assistants who spend all day every day working on tasks similar to those you are likely to require in your real estate company. By removing complexity from our operations as much as possible, we remove the guess work

from your hiring & managing process.

By ensuring all our VAs spend their time on repetitive, predictable tasks, we provide you a scalable back office with assembly line efficiency.

That's why - as much as possible - our Real Estate Virtual Assistants don't "wear multiple hats". Our VAs become specialists in one, two, or three common real estate tasks, and spend all day every day mastering them. We carefully monitor our VAs both for performance, and for happiness with their job, until we find a specific role where they can truly thrive.

Some tasks are more brutal and grueling than others (eg: outbound cold calling), so VAs who start getting burnt out might rotate to another similar task (eg: inbound call answering) until they recuperate. Then, it's back into the fray at the primary task at which they are in the process of becoming experts.

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# **About Working With** **Virtual Assistants**

Working with Real Estate Virtual Assistants, whether it's your first time or you're a seasoned veteran, always has its risks & pitfalls.

Employing & managing a team of real people inevitably adds extra variables to your business.

Making that team Virtual, where you never meet face-to-face, adds further difficulties to the equation.

That's why working with a company like REVAS will help you save a significant amount of time & energy in the long-run:

We're already experts at running a Virtual Assistant team.

**The service we provide saves you the trouble of:**

- Recruiting.
- Interviewing.
- Hiring.
- Dealing with payroll & taxes.
- Domestic & international funds transfers.
- Virtual Team management.
- Work hours & performance tracking.
- Employee phone & internet systems.
- Replacing bad Virtual Assistants.
- The list goes on & on.

Our fully managed approach will handle all of these issues for you, and then some.

Whether you decide to use our Virtual Assistants, or to go it alone, the above task-list is just a fraction of what *somebody* has to do to provide you a consistent, reliable back-office support team.

## **Business Expertise vs. Outsourcing Expertise**

You're already an expert at running your real estate business.

**Do you also want or need to be an expert at hiring & managing Real Estate Virtual Assistants?**

Being a (1.) Real Estate Business Owner, in addition to a (2.) Real Estate Outsourcing Expert, is two full-time jobs.

Working with REVAS will entirely free you from the second one, so you can focus on the first.

One of our primary ambitions (in addition to growing your income) is to *save you time*. One of the greatest things about delegating effectively to your VA is that you'll have more time to focus on your core business or simply relax!

To accomplish these primary ambitions, without becoming your own Real Estate Outsourcing Expert, here are 3 core ideas that will help keep everything else in perspective:

1. **The Two Types of Virtual Assistant Tasks.**
2. **The Three Goals of Real Estate Virtual Assistants.**

### 3. Choose Only One Task to Start!

Below we'll delve into each of these three topics. Let this be your guide when examining different Real Estate Virtual Assistant Services & Tasks throughout the rest of the *Menu*.

## The Two Types Of Virtual Assistant Tasks

Every real estate Virtual Assistant can be broadly categorized into two Types of tasks or activities:

1. **Voice Tasks:** Those that require the VA to speak on the phone.
2. **Admin Tasks:** Those that require the VA to work behind the computer (non-voice).

Our VAs who specialize in *Voice* tasks all have at least 2 years of call center experience, and are strictly screened for their spoken English. We rarely apply their time to anything but Voice tasks, because this is a special skill that is best used to its full advantage.

Our VAs who specialize in *Admin* tasks are experts at research & data entry... but most of all they are experts at following directions. Anything on the internet that doesn't require speaking or someone's physical presence is an Admin Virtual Assistant task.

# The Three Goals Of Real Estate Virtual Assistants

People use Virtual Assistants to achieve a wide variety of real estate objectives, but there are a few that stand out. I like to put them into one of three buckets (and the best cases hit all 3):

1. **Save Money:** VA's are 40% - 80% cheaper than hiring locally for the same work.
2. **Save Time:** VA's free you & your local staff's time to focus on more important work.
3. **Grow Your Business:** VA's can be used for marketing & lead generation grunt work.

While there are a whole list of *hidden benefits* to working with Virtual Assistants, at the end of the day these Three Goals are pretty much all you need to remember.

Think of it this way: for every Virtual Assistant task you consider, as long as you keep track of **how much money or time you're saving**, or how much it's **measurably able to grow your business**, you will know you're on the right track to achieving your primary Virtual Assistant goals.

## Choose Only One Task To Start!

By far, the biggest mistake beginners make when outsourcing to VAs is over-complicating things.

People look at a document like this and turn into a kid in a candy store. That's why we put a simple policy in place to help you make sense of it all:

**If this is your first time with us, you *must* choose only one task to start!**

In rare occasions, we'll accept two tasks from new clients if you already have proven processes for them.

This will keep you focused on your highest priority while browsing this document, and ensure you pay enough attention to guarantee it's getting done right. We can work with you every step of the way, carefully monitoring, managing, and optimizing your VA's work flow.

However, if you start out trying to outsource too much at once, you'll end up outsourcing nothing at all, or worse yet, failing in your efforts & wasting a bunch of everyone's time, energy, and money.

Our [#1 Core Value](#) is "Obsess Over Client Success."

We want you to be successful, which is why we will help you whittle it down to only one task as your highest priority.

We'll get that task outsourced, make sure it's running smoothly on auto-pilot, then start looking for the next low hanging fruit you can delegate to your Virtual Assistants.

No matter how many tasks look appealing, you need to start with just one.

If you keep these principles in mind, you will be light years ahead of your uneducated peers when it comes to Outsourcing & Automating your Real Estate Business.

# OVERVIEW: VIRTUAL ASSISTANT SERVICES



## Administrative Virtual Assistants

*Relieving you from repetitive, menial admin tasks ... at up to 80% off local rates.*

## Transaction Coordinator Virtual Assistant

### **Goal:**

To seamlessly manage & monitor all transaction documents and contract-to-close procedures so you can focus on growing your business & closing more deals.

### **How It Works:**

A Transaction Coordinator (or “TC”) is a specially trained real estate virtual assistant who is 100% dedicated to managing the

transactional portion of your real estate business. This includes tasks like:

- Gathering important signatures
- Keeping track of critical documents
- Managing your transaction software (Paperless Pipeline, EZ Coordinator, Reesio, etc.)
- Interfacing with title, escrow, and property management companies
- Scheduling & confirming inspections
- Working with you to track down missing docs
- Final transaction audits

Your Transaction Coordinator Virtual Assistant is there with you from the moment your contract's getting signed, till the moment escrow closes & your commission clears.

The Transaction Coordinator's goal is to make sure everything moves smoothly from contract to close so you can focus on attracting & closing more deals. This means they'll not only follow your procedures religiously, they'll also work closely with you to become a seamlessly integrated part of your systems.

## **Pros:**

Transaction Coordination is one of those tasks that just makes sense to outsource. A Transaction Coordinator VA is likely to be half as much (or less) than getting someone who knows the

work locally. If you are personally handling this administrative work right now, you'll be surprised to see the amount of time it frees by delegating it to a VA.

Once you get your TC integrated with your contract-to-close procedures, the process will basically run on auto-pilot without you needing to lift a finger.

Plus, since the workload is typically pretty small, a Transaction Coordinator Virtual Assistant often doesn't cost much, and a full-time worker can seamlessly handle transactions for multiple agents.

## **Cons:**

Working with a TC can be confusing at first, because while they understand the overall Transaction Coordination process, they might not have worked before in your state, or using your software. The TC can be thrown off in the beginning by anything unique or peculiar to your way of managing the contract-to-close process. If you aren't used to working with people remotely, this training process can be frustrating.

## **Work Estimate:**

Once things are up & running, Transaction Coordination is pretty straightforward. While every process is a bit different, and there are distinct rules & regulations that differ from state to state, ultimately you can predict a Transaction Coordinator's work hour requirement with near perfect accuracy.

In essence, depending on the complexity of your deal flow, you can expect for 20 work hours per month, your Transaction

Coordinator Virtual Assistant can handle 1 – 2 deals from contract-to-close. Obviously, this is not counting 3<sup>rd</sup> party delays.

A big factor that will determine a TC's output capacity is the amount of communication responsibilities you delegate to them, like following contractors, inspectors, the client, title companies, etc. The more you keep these communication tasks in house, and mostly rely on the TC for managing your paperless transaction software, the more deals they can manage per work hour.

In general, unless you are a multi-agent brokerage doing consistent business, or unless you also want your TC to be spending significant time on email & phone tag, you probably won't ever use more than 20 – 40 work hours per month for a TC.

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## **Online Research / Data Scraping**

### **Goal:**

To acquire any information or data you require via online resources, including property information, news & local trends, and other real estate related data you might need.

### **How It Works:**

Whether you need some additional research about specific properties (via Zillow / Trulia / auditor / assessor sites), local market information & news, or 10,000 records transcribed from a website to your local spreadsheet or CRM ... our

research virtual assistants & software development team can help you get the information you need.

The most important factor for success on your end is to be as specific, clear, and detailed as possible in your instructions. Obviously, you are going to know more about the research results you require, and only by transferring this understanding unadulterated to your virtual assistant(s) will we ensure you get the outcomes you desire.

## **Pros:**

Cheaper & easier than doing the research yourself. Our dedicated research & data entry virtual assistants do nothing but these types of projects all day, every day, meaning once we have a proven process to achieve your objectives, you can set it & forget it.

Plus, by including our software development team on bigger projects, we can often use automated tools to “scrape” (locally database) huge amounts of information in a tiny fraction of the time it would take to get the same data manually.

## **Cons:**

Can require significant up-front instruction & training of your virtual assistant(s). Will not always produce 100% accurate results. For larger projects, can represent significant up-front development costs.

## **Work Estimate:**

Depending on the type of research you require, the work estimate may vary greatly. To give you some rough ideas of

specific tasks, and the amount of work they entail, here are some estimates:

- Research for a blog post or newsletter / magazine article: 1 – 3 work hours
- Research comparables for a specific property: 1 – 3 work hours  
(can be more for commercial and / or specialty properties)
- Manually compiling / copying & pasting data: ~20 – 60 records per work hour
- Developing a custom data scraping software / script: 20 – 80 hours  
(depends greatly on complexity of data required, and difficulty of scraping the data)
- Managing ongoing automated data collection & scraping: ~20 – 100+ records per work hour  
(depends greatly on the source of the data, their Terms of Use, and the complexity of the data)

Ultimately, our research & software development teams are both completely dedicated to tasks that involve finding information somewhere on the web, and organizing it in a way that makes it useful for the client. If you have any type of research task, data scraping requirement, or even just some ideas that you're wondering about, we can help come up with much more specific work estimates for your particular situation.

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# Real Estate List Building Services

## Goal:

To build lists of potential clients, potential investment properties, property owner information, high-net worth individuals, businesses that meet certain criteria, or any other pertinent information you may need for your lead generation & advertising efforts.

## How It Works:

We are already members of many of the most popular & extensive data brokerage services, so we have immediate access to Lead List data and contact information for a huge database of businesses & consumers.

We are also familiar with accessing many county & city records websites to compile information from public records, as well as appending additional contact information based on names & addresses.

Ultimately, the biggest crux of the list building process is your ability to clearly define the criteria for the list that will fulfill your needs. One of the best ways to define a good lead list for your virtual assistants to fulfill is to replicate the defining details of your existing clients, and / or the ideal clients you desire.

Once you can define your list, and if necessary, help train your virtual assistants to any specialized tasks they'll need to understand to compile it... we can be your automated list

building back-office with little to no additional input required from you.

## **Pros:**

Will build quality lists to meet your lead generation criteria that you can use for all outbound marketing & advertising campaigns. Using our low cost back-office labor and efficient database access, we can provide one of the cheapest sources for lists you'll find. We are list building experts for many of the facets of real estate, so we can help you define your criteria based on our experiences.

## **Cons:**

Lead data is never 100% available or accurate. Can be expensive to build your lists if data is especially difficult to find and / or requires paid membership to specific local sites. Some real estate information requires physical access to a county office, which we can help coordinate, but which adds significant additional costs.

## **Work Estimate:**

Depending on the complexity of list building criteria, you can expect to receive between 12 – 20 records per one (1) work hour for property / public records, and between 20 – 60 records per one (1) work hour for business or consumer records.

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# Basic Data Entry & Record Keeping

## Goal:

To streamline your repetitive data entry & record keeping process to reduce overhead and improve local staff output by freeing their time to focus on tasks only they can complete.

## How It Works:

Regardless of exactly what you & your business do ... if you are working in the real estate industry you probably deal with a lot of documentation, paperwork, note taking, data entry, filing, and record keeping. While much of that requires your physical presence, and therefore cannot be outsourced, it is likely that up to 80% of your local data entry & record keeping can be outsourced to a much lower cost virtual assistant.

By outsourcing your data entry & record keeping tasks one by one, you can slowly determine the threshold of moving activities off-site ... optimizing for the greatest savings without sacrificing output quality. We always maintain industry-standard data security to ensure your privacy, and can utilize any software systems you currently use in your data management operations.

## Pros:

Allows you to save money by reducing local staff costs and / or increases higher priced local staff's output by allowing

them to focus strictly on tasks that require their physical presence (and outsourcing the menial, repetitive tasks that do not). Once your processes are set-up and your staff is trained, you can pretty much “set it and forget it.”

## **Cons:**

Depending on your specific business & situation, you may have very little data entry and record keeping that is appropriate for outsourcing. Can require substantial set-up training time if your tasks are especially complex.

## **Work Estimate:**

The work estimate for data entry & record keeping obviously depends on the specific tasks required. The most common tasks that are easy benchmarks to give you some idea of the output per hour for specific data entry & record keeping tasks, here are some rough estimates:

- Copy & paste / spreadsheet data entry: 12 – 60 records per one (1) work hour  
(depending on complexity)
- Transcribe audio / video content: 2 – 5 minutes per one (1) work hour  
(depends on complexity of language and quality of audio track(s))
- Marketing / sales performance analytics & reporting:  
~20 – 40+ work hours per month
- Miscellaneous data entry tasks: as little as 10 hours per month

The best approach to outsourcing data entry tasks to your virtual assistant(s) is to focus on formulaically implementing one specific, repetitive task at a time. Once you have found one task to take off the shoulders of yourself and your local team, it will only get easier to outsource more and more repetitive data entry & record keeping tasks.

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## **Real Estate Website Maintenance**

### **Goal:**

To manage everything related to your website, including scheduling / updating content, keeping the site running fast and reliably, and quickly resolving any technical issues you may encounter.

### **How It Works:**

Depending on your website(s) set-up, and the technical requirements you are seeking to fulfill, we can do a little or a lot when it comes to managing your website. Ultimately, we have web & graphic design staff ranging from 2 – 4 years' experience all the way up to US-based contractors with decades of experience.

Our expertise is understanding your need, then managing a team of the right specialists for the job. For instance, our VAs can easily help with basic upkeep, like scheduling & publishing blog posts, discussion administration, reviewing sign-ups & analytics, and the like. Our developers can help with site updates, installing plug-ins or add-ons to enhance

visibility & user experience, or even complete site overhauls & redesigns. And our IT support specialists can help to quickly resolve any issues you may encounter, from security vulnerabilities, to server down-time, to regular back-ups & general technical maintenance.

If you are spending too much on outside contractors for every little web issue, or if you are finding website related travails taking up too much time for your on-site staff, our back-office website maintenance specialists can take over any tasks you'd prefer to outsource for a fraction of the cost of hiring local.

### **Pros:**

Keeps your website(s) up & running, loading fast, free from errors, secure from cyber-attack, and regularly updated with new, unique content. Cost effective way to ensure you're always online & visible to potential clients searching for you via the web.

### **Cons:**

Can take extra set-up time if your current web situation requires significant repairs or updates to get up to current industry standards of security, responsiveness (for accessibility on smartphones & tablets), and best practices.

### **Work Estimate:**

Depending on your specific task-list, website maintenance can come in two primary forms:

- Ongoing upkeep & maintenance

- Project-based website work

For ongoing tasks, in most cases you can fulfill all your requirements in only ~10 – 40 work hour per month. This time is generally used to accomplish tasks like content publishing / scheduling, site updates & user administration, analytics reporting, etc.).

For project-based website work, your unique situation will determine the workload, but in general our prices are 30 – 60% cheaper than US rates. For instance, we can manage most simple website overhauls / redesigns in 80 hours or less (unless they require custom programming or e-commerce) ... and can almost always create a site from scratch in less than 160 hours (including custom graphic design & layout customization).

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# Client Relationship Support

*Boosting client retention & life-time value of each client to your business.*

## Ongoing Client Relationship Nurturing

### Goal:

To automate and / or outsource the process of keeping in touch with your clients, thereby increasing the average life-time value of all current & future clients to your business.

### How It Works:

This service is very flexible and dependent on your current business practices. It can include anything from making monthly or quarterly phone calls to all your clients, checking in & asking pre-defined questions, to managing direct mailings to your clients, alliances, and contacts during the holidays.

The most important thing to consider when deciding on a relationship nurturing task-list for your virtual assistant is *replicating what already works*. If you already do certain things to keep in touch, even if only with a few of your clients, we'll help train your VAs to do this on your behalf consistently, to all your clients now & in the future.

By remaining “in front” of your clients as frequently & consistently as possible over the months and years, you ensure that you're first in their mind when they need your services. By making them appealing direct response offers whenever you get in touch, you increase the likelihood they'll convert.

## **Pros:**

The best source of business is your client list. People who have already entrusted you with their faith & funds are the most likely to do so again. Plus, you already know their contact information, and you already know their pain points.

By consistently nurturing your client relationships on an ongoing basis, you ensure the highest possible life-time value across your accounts. This will allow you to spend more to acquire future clients, while netting better margins in the process.

## **Cons:**

Can require significant set-up planning & effort. Requires ongoing attention and occasional maintenance / updates. Depending on your business objectives, can require regular production of written content & other forms of value-adding products / services.

## **Work Estimate:**

Ongoing client relationship nurturing can be one of the most flexible services in terms of work hours required. You can spend a lot of time, or a little, to keep in touch with all (or only a portion) of your clients & contacts. You can deliver simple template messages or complex personalized communications. You can pay to print & deliver elaborate direct mail pieces, or simply stick to email and / or phones.

While it is impossible to predict which approach will make the most sense before understanding your situation & objectives, it is roughly worth budgeting about 1 hour per 1 – 3 contacts required in any given time period. In other words, if you have 50 clients you need to contact each month, that would take anywhere from ~15 – 50 work hours (depending on which activities you intend to deploy).

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## **CRM Software Support Services**

### **Goal:**

To outsource the process of keeping all your contacts, tasks, listings, and appointments in a centralized database, ensuring all data is being stored & shared efficiently.

### **How It Works:**

Regardless of what CRM software(s) and other data / appointment management software(s) you are currently using,

we can integrate with your existing workflow to ensure minimal downtime for the set-up process.

Ultimately our goal is to help you better track, analyze, and optimize all important pieces of information that are generated throughout your sales process. We can help with all sorts of proprietary real estate industry software tools, including:

- Market Leader
- Top Producer
- AgentOffice
- REthink
- Propertybase
- SharperAgent
- Salesforce
- GoldMine
- Many more...

Whether you just need a little bit of data entry & CRM clean-up ... or you want to outsource the whole process to the point you never even have to log-in to the CRM again ... we can help you be sure no leads are slipping through the cracks, and all appointments are getting attended on-time by well-prepared agents of your company.

## **Pros:**

Is relatively simple to implement, and will almost guarantee better follow-up & conversion discipline among your sales team(s).

## **Cons:**

Only worthwhile if you already have a significant database of contacts and / or a significant client list. If you don't already have a CRM, the process of choosing the right one & getting everything set-up can be confusing and time consuming.

## **Work Estimate:**

Depending on the complexity of your data, and whether there is the possibility of using automated imports vs. manual record updating in the CRM, you can expect a typical result of 20 – 40 manually updated records per one (1) work hour. Of course, if there are ways to use automated importing & updating integrated into your CRM, the amount of records that can be managed per hour might be significantly increased (making the process even cheaper).

In general, you can expect total outsourcing of your CRM updates & maintenance to take a maximum of ~40 hours per month unless you are a national or international company.

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# Email / Print Newsletter Marketing

## Goal:

To help build brand recognition & attract inbound leads by maintaining regular correspondence with the widest range of contacts at the lowest price possible.

## How It Works:

The newsletter – whether printed or delivered via email – is no secret to anyone in the real estate industry. These come in all shapes & sizes, but are generally 1 – 2 pages of local market / industry-specific content. Ultimately, the objective of ongoing, consistent syndication of your newsletter is to become the media. You become a trusted source of real estate expertise & information via the content and frequency of your newsletter.

Ideally, you can guide the newsletter's content & direction significantly, as your expertise & your story are what will magnetize your marketplace and keep them coming back. However, as always, you can hire our US-based, native English speaking, college graduate copywriters to draft your newsletters, sometimes preparing content many months in advance.

## Pros:

Will allow you to become a trusted source of real estate information & expertise. Can be a great medium for making direct response offers, allowing you to build recognition as

well as generate leads. Is one of the cheapest formats for direct mail, and is even cheaper if you want to email.

## **Cons:**

Requires significant ongoing content. For best results, will require direct participation & even some writing (or audio) from your company's top executives and performance leaders. If you are mailing to a large list, the ongoing cost can become substantial.

## **Work Estimate:**

If you need us to write the content, you can imagine a single page newsletter edition, which would include 2 – 3 articles (of ~150 – 350 words each), will take approximately 2 – 4 hours. If you want it to be two page (front & back), double that.

Additionally, when it comes to list maintenance, email server administration, newsletter delivery scheduling, and other campaign maintenance costs, you can roughly imagine that for every newsletter edition to be delivered, approximately 1 work hour for every 100 – 300 recipients will be required. In other words, if you have a list of 1,000 contacts to whom we'll be managing delivery of your newsletter, the management process will take between 3.5 – 10 hours (depending on the complexity of your requirements).

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# Past Client Reactivation Services

## Goal:

To quickly & profitably get new business by tapping into your best source of potential clients: those who have done business with you in the past.

## How It Works:

Obviously is only applicable if you have a significant roster of past clients, who have done business with you at some point but are not currently active, paying clients, and who are likely to be in a position to do business with you again. It is also important to have as many forms of contact information, and details about past transactions as possible to ensure your back-office staff can make an informed sales approach.

## Pros:

Can be the fastest, most efficient way to get new business.

## Cons:

Requires a significant database of past, inactive clients. Not appropriate for every type of real estate business.

## Work Estimate:

Depending on the complexity of your sales process, you can expect – similar to Telemarketing – that your Client Reactivation specialist will be able to make between 5 – 10 contacts per hour.

If your sales process is especially complex, or if your average transaction value is high enough to merit it, you might consider using a Client Reactivation as a lead generation effort to schedule appointments with your more senior sales staff. It also might be valuable simply as a way to rekindle past interest and assess the dormant clients' current situation & requirements.

Depending on your average transaction value, it generally makes sense to deploy a Client Reactivation campaign only if you have at least 50 – 250 past clients who are no longer doing business with you (and for whom you still have some form of contact information).

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# Real Estate Marketing Services

*Marketing your 'For Sale' and 'For Lease' listings as efficiently as possible.*

## Real Estate Email Marketing

### **Goal:**

To nurture warm inbound leads, and help find buyers & sellers for your properties by communicating with your existing relationships as well as broadcasting emails to existing real estate email marketing lists who have expressed interest in hearing from other brokers, investors, buyers, sellers, etc.

### **How It Works:**

Depending on your focus, real estate email marketing has two main approaches.

The first entails using your own existing email list, which you have gathered via opt-in forms on your website(s), over the phone communication, and in-person interaction. We can centralize all the email contact information you have available for existing & past clients, sales leads, and industry contacts,

then help you write & schedule broadcasted messages to nurture these relationships on auto-pilot.

The second entails taking your existing deals (for sale properties, clients' listings, etc.) and broadcast them to a variety of real estate email marketing list services, who already have huge pre-built lists of brokers, agents, property managers, and investors who have expressed an interest in hearing about properties for sale or other real estate opportunities. This can help you get new contacts, as well as close sales faster, by keeping your listings in front of the widest variety of interested parties.

### **Pros:**

Real Estate Email Marketing is one of the single most efficient & cost-effective automated methods of warm lead follow-up and lead nurturing.

Where applicable, it is also often one of the lowest Cost Per Lead tools for on-demand, direct response lead generation.

### **Cons:**

For a significant portion of real estate marketing & lead generation campaigns, it is next to impossible to get accurate email addresses for your target audience. For some of the lists where email addresses are readily available, they are often already getting such a high volume of email marketing it's hard to stand out from the crowd.

## Work Estimate:

With the two distinct approaches to a Real Estate Email Marketing campaign come two fundamentally different work estimates.

First of all, if you're interested in using email marketing strictly to your own list (with whom you have an existing relationship & permission to email), the main demands on your Virtual Assistants' time will be writing, formatting, editing, scheduling, and tracking your email messages. While all the administrative work will be handled at our East Asia back-offices, remember: all our writing is always done by US-based, native English speaking, college graduate level copywriters.

Taking that into account, each email message you'd like written & integrated into your autoresponder will take around 2 – 3 hours. For every 10 hours per month, you could expect 3 – 5 messages or so (depending on average message length & complexity of formatting), which can be broadcast in real-time or scheduled in advance to create a never-ending automated follow-up sequence.

If you're more interested in using email marketing to generate leads, the work estimate will be 100% dependent on your target market. For example, often real estate investors will consider email marketing to other active investors and absentee owners. An effort like this would be a combination of [real estate list building](#) and email marketing unless you already have a list with pre-verified email addresses. A similar effort that is popular among agents who have a property to sell is the “email flyer” – an email blast to hundreds of other

brokers & agents in your area. In this case, the list is controlled by a 3<sup>rd</sup> party, so your entire effort is bound in the actual writing and design of the message.

In either instance, when it comes to email marketing for lead generation, first of all there are the writing & design activities. These are similar to the above example (4 – 8 messages drafted per 10 work hours). When it comes to actually sending the messages, you can expect a very rough ballpark work estimate of between 20 – 60 emails going out per hour. For every 10 hours per month, you could expect to send about 250 – 500 outbound emails.

However, there are several nuances & differentiating factors that might lead to different work estimates when it comes to Real Estate Email Marketing. The best bet to get an accurate idea is to speak to one of our Outsourcing Consultants directly.

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## **Real Estate Social Media Marketing**

### **Goal:**

To generate warm inbound leads and establish a broad search engine presence as a local market expert using a strategic combination of social networking, blogging, article syndication, and / or social bookmarking sites.

## **How It Works:**

When it comes to social media, we can manage marketing campaigns from start to finish – or simply fill in the gaps you prefer to outsource.

Plus, we are always learning new strategies by working with real estate companies all around the world, meaning we can probably help plan & implement a campaign even if you're not sure where to start.

The most important component in your social media activities is *quality content*. This is what will help attract quality traffic to your sales funnels, and help you & your company build an online presence as a local market expert. If this sounds like too much writing for you & your staff to keep up with, remember that all our copywriters are US-based, native English speaking, college graduates.

## **Pros:**

Great way to establish a highly visible online presence as a local market expert. Depending on your business & current situation, can be a cost-effective, steady source of inbound new client or new property acquisition leads.

## **Cons:**

Requires ongoing maintenance & oversight (even when highly automated). Most common sticking point is the ongoing, steady creation of quality content (blog posts, articles, micro-blog entries, links, bookmarks, etc.). Also, for some business

models, social media tends to generate lower quality leads than other mediums.

## **Work Estimate:**

As mentioned above, the biggest crux of your social media marketing campaigns will be the ongoing, steady creation of quality content. By far, the best approach is to actually write a significant portion of this content yourself ... because you are the expert, you are the one with the local market expertise, and your story is your brand.

However, below are some rough ball park estimates of both the work hours required to actively manage your social media presence, as well as to create different types of written content to deploy via the social web:

- Monthly social media accounts management: ~20 – 80+ hours  
(Includes deployment of blog posts, syndicated articles, status updates, bookmarks, etc.)
- 30 micro-blog entries: ~2 – 3 hours  
(Tweets, Status Updates, etc., w/ unique texts as well as links to other social content)
- Blog post / article for syndication: ~1 – 3 hours  
(Unique content, researched & customized to your suggested topic, of ~500 words)

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# Real Estate Facebook Marketing

## Goal:

To manage your real estate Facebook marketing efforts, from individual accounts & company pages, to Facebook ads, groups, and events, in a way that optimizes for greatest engagement & conversions for the lowest price.

## How It Works:

It seems like Facebook (FB for short) has become one of the most integrated social media sites for the real estate industry, and it's no secret you can use it to generate business. Whether you're a brokerage, agent, or manager, your clients & potential alliances are using Facebook at least as much as email and phone these days: to post pictures, share properties, place ads, network, and manage company profiles.

We can help you with a variety of activities on Facebook, depending on your current situation, goals, and resources. Some of the most common include:

- Drafting, scheduling, and monitoring daily posts
- Managing your 3rd party social media management software
- Sharing unique content, customized to your local market & specializations
- Adding contacts from outside FB (by name, address, phone, email, etc.)

- Interacting with potential clients and alliances
- Designing, placing, and managing Facebook ads campaigns
- Providing customer support & assistance
- Providing detailed reporting on your local competitors FB presences

Basically, if there's something mundane, repetitive, and time consuming that you currently are doing in-house on Facebook, or if you're looking to conveniently expand your marketing efforts onto Facebook, a real estate virtual assistant can help to manage everything from start-to-finish. And if you need content written for status updates, blog posts, or anything else that you'll be sharing on Facebook, remember that while all our back-office work is done overseas... all our copywriting is done by US-based, native English speaking, college graduate level writers.

## **Pros:**

If your real estate business isn't on Facebook, you're almost definitely missing out on lead flow. More importantly, by outsourcing your Facebook presence to a VA, you can start capturing those leads, building your following, and fostering engagement with your regularly updated content... all without lifting a finger.

Facebook marketing can generate high quality buyer, seller, and investor leads, and is a great way to reach out to other real estate professionals if you are working on building alliances or joint ventures.

## **Cons:**

As with most social media activities, Facebook marketing can lead to a lot of noise for a little result. This can waste a lot of your VA's time, interacting with bunk leads only to disqualify them.

On the other hand, running Facebook ads can get a much more active & pre-qualified lead to your site, but it obviously comes with an ad spend (in addition to the VA work hours required to manage your ads).

## **Work Estimate:**

Similar to Search Engine Marketing below, there are two distinct approaches to Real Estate Facebook Marketing. You can either focus on an organic social engagement approach, creating & sharing content and interacting with your friends & fans, or you can focus on Facebook ads, which are a PPC

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# **Real Estate Search Engine Marketing**

## **Goal:**

To improve your online search traffic, via on-page keyword optimization, internal link structure, and off-page link building (SEO), as well as to help you generate affordable website visitors via Pay-Per-Click (PPC) search engine advertising.

## **How It Works:**

There are two main ways to go about getting traffic from search engines (*real estate search engine marketing*). The first, “organic” optimization or SEO entails both “on-page” and “off-page” criteria to improve your site’s search rankings. The second, “paid search” or PPC includes placing ads on Google Adwords / Adsense, Bing Ads, and even LinkedIn, Zillow, Trulia, and other paid display advertising platforms.

For **real estate SEO**, we can help you with things like on-page keyword research & optimization, website redesign, search compatibility best practices, suggesting articles to create, and even have our US-based, native English speaking copywriters write them for you. By using proprietary, subscription-based research tools to be sure we pick the best keyword strategy to fit your situation & budget, we can significantly improve your organic search ranking.

For **real estate PPC** and other paid display advertising approaches, we can help you price shop for the best networks and “low hanging fruit” keywords. We can also help you draft & test ads, including managing your campaigns from start-to-finish while providing detailed analytics and reporting so you can see conversion improvements & monitor progress. Our goal is to get you the best price-per-lead for the best quality PPC leads for your business.

## **Pros:**

Real Estate Search Engine Marketing can be one of the most beneficial lead sources for any business. It represents people who:

- Are actively searching for what you have to offer,
- Were interested enough to visit your website & call / opt-in, and
- Don't require human interaction until they're a warm inbound lead.

Organic search engine traffic (real estate SEO) is obviously the best bet if you can win it, because it represents ongoing visitors to your site even if you stop actively managing it.

Paid search traffic (real estate PPC) is one of the fastest ways to drive visitors to a web page, since as soon as you fund your ad budget & select some keywords, your ads can go live. It's also one of the most versatile when it comes to testing different messages and campaigns.

## **Cons:**

Whether you're going for SEO or PPC, Real Estate Search Engine Marketing is expensive.

When it comes to organic SEO, the initial build-up often takes months, during which time you might hardly see any additional traffic to what you're already getting. If you're in a major city, chances are the organic SEO ranking battle is going to be extremely competitive as well.

When it comes to Pay Per Click (PPC) traffic, the fact that it costs money is in the name. Depending on your location & target market niche, each click can cost you upwards of \$4 - \$6 (or much more). Plus, the moment you stop paying, your traffic stops. That is all before factoring in the Virtual

Assistant's time required for managing your campaign, tracking ad performance, and making ongoing optimizations.

## **Work Estimate:**

For any type of Real Estate Search Engine Marketing task, the set-up process is vitally important, and represents one of our rare one-time fees. Depending on your range of services, your location, and the type of Search Engine Marketing you plan to do (SEO, PPC, or both) the typical setup & research process will take anywhere from 40 – 60 work hours.

Beyond this initial set-up, for organic SEO, the majority of the work comes in the form of content creation, editing, syndication, and online networking (to get that content shared, circulated, and linked to). These costs are similar to our other writing intensive tasks like Social Media blog posts, or Newsletter Marketing: about 100 – 150 words per hour (we recommend 250 – 500 word articles for SEO purposes).

For PPC, the ongoing campaign management will take a minimum of 40 hours per month (about 2 hours per day). This is to keep careful track of things like click through, ad performance, opt-in (conversion) rates, peak days & hours, and general traffic behavior trends. This is not counting your ad-spend, so typically doesn't make sense unless you plan to invest at least \$750 - \$1000 per month into your PPC campaigns (to cover both the costs of Adwords / Bing Ads and your Virtual Assistant).

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# Real Estate Website Design

## Goal:

To build well optimized, easy to update websites for your real estate business, including corporate websites, personal broker / agent websites, IDX integrated websites, single property websites, blogs, and more, rapidly, conveniently, and at extremely affordable prices.

## How It Works:

These days, having a website that can help attract traffic and capture leads is one of the most important channels for your entire marketing & sales funnel. That's because more than 80% of home buyers & sellers begin their search on the internet. It's absolutely critical that you are not only appearing in front of these searchers as consistently as possible, but also that you are capturing their attention & contact information in the form of an "opt-in" or conversion once they visit your site.

While there are many different types of websites that real estate companies might consider building, and many different reasons to build a website (or websites) for your business, we can help you carefully weigh your options, and get up & running at the most affordable prices possible.

## Pros:

An effective website that captures & generates quality leads can be one of the most important components in your whole organization. The real estate business has gone online, and if you can capitalize on the medium in which most real estate

queries begin, you will have a chance to generate a consistent, ongoing steady flow of warm inbound leads.

## **Cons:**

Not every real estate website is built equal, and most do not generate a positive ROI. Most barely even generate leads (if they do at all), because most barely attract any visitors. Just building a nice website isn't enough: you also need to use marketing & advertising to drive traffic to your site (which, even in the most frugal cases, still costs money).

## **Work Estimate:**

Real estate website design varies widely in potential work estimates. There are custom developed sites that took top-notch programming teams thousands of hours, and there are sites that were auto-generated.

For the types of real estate websites we typically recommend, and for the simple way we build them (using Wordpress, with specialized themes, widgets, and minimized custom programming), our real estate website design services are relatively inexpensive. One of the main factors that will push costs toward the higher end is if you require us to do your content writing (which is – as always – done by our US-based native English speaking college graduate level writers).

When it comes to a variety of popular website concepts, here are a few rough work hour estimates:

- Single property website: 20 – 40 work hours

- Real estate corporate website (static, no IDX or listings): 10 – 20 work hours
- Property listings search website (IDX/MLS integration): 80 – 160 work hours
- Landing page website: 10 – 20 work hours
- Customized website design & development? [Request a quote.](#)

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## Real Estate Company Branding

### **Goal:**

To create visually appealing & memorable brand elements for your business and / or for specific marketing & advertising campaigns.

### **How It Works:**

Whenever you need logos, branded presentations, basic website mock-ups, specialized graphics, video slideshows, PowerPoint presentations, or any other form of graphically branded marketing & advertising materials, our specialist graphic design teams can help.

Simply let us know what type of graphics or graphical materials you're envisioning, and we can do the rest (for rates significantly cheaper than hiring someone locally or in-house).

## **Pros:**

Get high quality graphic design work done at comparable quality to what you'd get locally, at a fraction of the cost.

## **Cons:**

Depending on how picky you are, sometimes can take many revisions & drafts to get exactly what you desire.

## **Work Estimate:**

Depending on what design elements you need, here are some rough ball-park work estimates to create the graphical design & layout for company branding materials:

- Logo: 1 – 3 hours  
(includes 3 – 5 edits)
- 8 – 10 graphical icons: 1 – 2 hours  
(for use in printed marketing materials, website designs, articles & newsletters, etc.)
- Listing presentation template: 4 – 6 hours  
(re-usable presentation template for either potential sellers or potential buyers)
- PowerPoint graphical enhancements: 1 – 2 hours per slide
- Basic website graphic mock-up: 3 – 6 hours  
(graphical design & layout of a website in image format, i.e. – jpg, png, ai, psd, etc.)

There are plenty of other graphical branding activities we can do for you - the limit is your imagination. Whether you need designs for print or for the web, our rates are reasonable and our quality is on par with US providers.

Keep in mind, the above work estimates do not include any copy writing that may be required for your market-ready branded materials. These estimates are strictly for design & layout.

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# Lead Generation & Nurturing

*Generating & qualifying new client leads and / or property acquisition leads.*

## Real Estate Telemarketing Services

IMPORTANT: 40 hour minimum commitment required.

Due to the exhaustive nature of training an agent for a new telemarketing campaign, we require a minimum commitment of 40 work hours to begin. This is to keep agent morale high and ensure you get the best quality work & workers.

These 40 hours can occur in less than a week or over as much as 1 – 2 months. The important factor is committing time enough for your team to develop a systematic, cost effective calling routine.

### **Goal:**

To help you find & pre-qualify new client or new property acquisition leads via outbound telemarketing from our call center.

## **How It Works:**

Telemarketing is one of the most sought after & straightforward services we offer. However, it can also be one of the most expensive ways to generate and nurture your leads. The key is to use telemarketing virtual assistants only where & when it is most profitable.

Basically, you will provide us a script & a lead list we can call. If you don't have either, we can help you put them together. You will help us train your dedicated telemarketer(s) to be sure the calling process is meeting or exceeding your standards.

Once your telemarketer is trained & ready to call, we'll get them set-up with a seat on our predictive auto-dialer and start calling. Whether you need us to cold call, or to fill any other telemarketing role in your sales process, our telemarketers are all call center veterans ready to work.

## **Pros:**

In most sales processes, there are times when nothing beats a phone call. By having a trained telemarketing team, as well as the scripts & processes to guide their efforts, you have a scalable lead generation machine that can grow (or scale back) at a moment's notice. Plus, telemarketing can allow you to reach many consumers & business that would be difficult (if not impossible) to effectively reach via any other medium.

## **Cons:**

Can be prohibitively expensive in terms of the cost per lead or cost per new client acquisition. Telemarketing has a steep & costly learning curve if you have never used it before, when you will need to be closely monitoring your team(s) and refining your scripts.

## **Work Estimate:**

While the amount of time for your campaign can vary, a good rule of thumb is to imagine that your telemarketer can complete 6 – 10 connected calls per one (1) work hour. That is actual connected calls, where the telemarketer speaks to a Decision Maker (DM) and get either a Yes, No, or Maybe response.

Additionally, it is important to understand that for statistically valid results (i.e. – to determine if the script & list are going to be viable or not), you'll need to budget for *at least* 400 – 500 work hours, or, in other words, to connect a minimum of about 2500 calls if you don't already have proven scripts & lists.

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# **Real Estate Postcard Marketing**

## **Goal:**

To make your real estate postcard marketing campaigns a nearly effortless, profitable experience, from mailing list building, to design & layout, to printing & mailing.

## **How It Works:**

While direct mail has fallen out of favor in many circles, especially for brokers, agents, and investors who need to reach property owners en masse, the postcard is still one of the most cost effective & reliable tools for real estate lead generation.

Our real estate virtual assistants can work with your existing marketing collateral, or develop new, affordable postcard marketing ideas based on our existing templates. We can help you build your postcard marketing mailing list, or use your existing lists (even if it means we need to research & append missing or inaccurate mailing addresses). We can coordinate with your preferred direct mail & printing house (or ours) to ensure your postcards are getting printed & mailed in a timely and professional manner, all at a very reasonable price.

## **Pros:**

Sometimes, all you can get is an address, leaving you with only one choice to reach a potential customer: mail. The postcard is the cheapest piece of mail you can send. With the right message to market match, it is a proven lead generation tool with excellent ROI.

## **Cons:**

Just like any direct mail: real estate postcard marketing is expensive. Even the simplest campaign is going to run you into the thousands when you count everything from creative, to printing, to postage, to tracking & follow-up. Especially if you are just starting out, there's risk of a mailing "bombing"

(getting little to no response), meaning a potential for sunk costs always exists.

Even with good response rates (~1 – 5% or more), the Cost Per Lead is often higher than other lead generation methods. Depending on the campaign, these leads can also be very unqualified (requiring additional pre-qualification followup efforts).

## **Work Estimate:**

Real estate postcard marketing is pretty simple. That's because a postcard has a defined size (at most, 11" x 8½"), and when it comes to sending them for real estate lead generation, there's only so many different messages & formats anyone has come up with yet. The good news is, several of these formats are proven lead generators, which is why we're happy to help you make the right choices.

Some rough ballpark prices associated with postcard marketing (in the USA only) are as follows:

- Postcard creative (writing, design, layout, editing): 20 – 40 work hours\*  
*\*Only required once, can be re-used again & again*
- Price mailed (standard class postage, depending on quantity) for different sized postcards:
  - Standard Size 5½" x 4¼": \$0.60 - \$0.70
  - Jumbo Size 8½" x 5½": \$0.70 - \$0.80
  - Panoramic Size 11" x 5½": \$0.80 - \$0.90

- Mega Size 11" x 8½": \$1.25 - \$1.35
- Postcard campaign management & tracking: 40 – 80 work hours / month

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## **Real Estate Lead Management**

### **Goal:**

To automate your processes for lead follow-up, lead database management, and lead conversion optimization so that you consistently convert a higher percentage of your quality leads with little to no manual effort on your part.

### **How It Works:**

In your real estate lead generation process, capturing a lead via an inbound call, website opt-in, social media interaction, email, or direct mail is only the beginning. For brokers & agents, you will often be looking at up to 24 months before that lead becomes a paying client. If your processes can't endure that long-term follow-up, you'll lose track of these leads and likely lose them to competition.

Our real estate lead management virtual assistants will help you to be sure that you can stay in touch, and stay engaged with your new leads in as efficient & automated a fashion as possible. Some of the tasks your lead management virtual assistant might help with include things like:

- Entering leads into your CRM.

- Creating lead follow-up schedules.
- Manually staying in touch with leads via email and/or phone.
- Integrating lead generation platforms & services (like Zillow, Trulia, MarketLeader, RealGeeks, BoomTown, and more).
- Lead qualification & appointment setting
- Lead list segmentation, data appending, and cleaning

Your lead management virtual assistant is dedicated to assisting in your lead capture & lead nurturing / lead follow-up procedures to ensure everything is running smoothly, and in as automated a fashion as is possible. They are available for any tasks necessary to ensure you convert more leads without more effort.

## **Pros:**

The more complicated your sales process, the better choice outsourcing real estate lead management becomes. That's because especially for sales processes that last 3 months or more (which are most in the real estate industry), there are at least some tasks in that process that a VA can do equally well to someone sitting locally, at a fraction of the cost.

Even if you have a simple sales process, outsourcing the menial legwork like updating your CRM & calendar can be a significant burden off your time. Using a VA to screen calls, handle phone tag, and schedule your appointments can also be

a major liberator to leave you more focus for actually closing the sales.

## **Cons:**

Not every task in your lead follow-up procedures is appropriate for your VAs. If you have a lead nurturing & sales process that requires significant on-the-fly decision making, problem solving, and/or negotiation skills, you need to be sure these tasks aren't delegated to your Virtual Assistant. Only the simple, repetitive tasks are appropriate for outsourcing.

## **Work Estimate:**

Real Estate Lead Management is obviously going to depend on two factors: how many leads you are dealing with, and how many steps in your lead management process you're planning on outsourcing.

It's hard to make an exact estimate because all real estate businesses are pretty different in their lead management & follow-up procedures. Some basic metrics you can consider are as follows:

- Returning calls: 5 – 10 connected calls per hour
- Entering leads & updating your CRM: 10 – 25 leads per work hour, or 2.5 – 6 minutes per record
- Schedule management & updates (for 1 person): 20 – 40 hours per month
- Lead list building, segmentation, appending, or de-duping: 10 – 50+ records per work hour

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## **Pre-Qualified Acquisition Leads**

### **Goal:**

To help you find off-market property deals that fit your investment criteria, and to pre-qualify the owners' motivation to sell, including helping to negotiate a ball-park asking price & scheduling time(s) for you to visit the property in person.

### **How It Works:**

First, you provide us a lead list of potential properties in which you are interested (ideally including the owners' name & contact information). If you do not have this type of list, we can help you build or acquire one. Popular lead lists often used for this service include things like Probates, Pre-foreclosures, Expired listings, FSBOs, and even occasionally just specific types of property within a certain city / town / region (multi-family, medical buildings, self-storage, etc.).

Once we have the lead list of property owners' info, we can use any & all mediums of communication to contact the property owners, including phone, email, and / or direct mail (depending on your budget & objectives).

We already have proven phone scripts & acquisitions specialists ready to cold call property owners to find out if they're willing to sell.

Our goal will be to find most motivated sellers. When we find them, we'll report back to you with their property info, then get your rough ball-park offer. At that point, we can even

handle basic price negotiations as well as scheduling a time for you & your local team to visit in-person.

## **Pros:**

Can provide a steady flow of motivated sellers looking to unload their off-market property in a hurry. Can be one of the most affordable sources for low-cost property investment opportunities that fit your specific investing criteria.

Also, with our proven process & already trained real estate virtual assistants, you can easily scale up (or scale back) your virtual team(s) as your interest in finding new investments grows or wanes.

## **Cons:**

Represents a significant ongoing expense to maintain. Output is unpredictable ... sometimes producing several warm investment leads in a single month, sometimes going through slow times (esp. around big holidays) when very few sellers are motivated to make a quick sale.

## **Work Estimate:**

The total amount of work required to maintain a pre-qualified acquisition leads campaign depends largely on three factors:

1. Your investment criteria  
(typically, higher value residential properties & commercial properties acquisitions require the most virtual assistant work hours)

2. Your geographic investing location(s)  
(depending on the city(ies) / region(s) where you invest, the process of contacting & pre-qualifying property owners can be vary greatly in difficulty)
3. Your work requirements  
(we can do anything, from just sending emails, to cold-calling & handling basic price negotiations, to managing complex multi-step lead generation campaigns)

Ultimately, it has been our experience that for any consistent & meaningful results, you'll need to commit to having a dedicated Human Resource working a bare minimum of between 40 – 80 hours per month. The most efficient way to do so is to provide your own target list, and spend 100% of that time on outbound telemarketing.

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## **Real Estate Ad Posting Assistant**

### **Goal:**

To cheaply generate new leads via direct response advertising on classified sites, MLS databases, and other online listing sharing sites & communities (Zillow, Trulia, Realtor.com, Postlets, and more).

### **How It Works:**

Ad posting is one of the most straightforward real estate virtual assistant tasks possible... at first glance. In fact, coming up with ads is only a tiny fraction of the battle, and

much of the legwork goes on behind the scenes on a technical level or in the form of manual labor (logging in & out of sites, manually pasting ad titles, gathering images, etc.).

Your real estate ad posting virtual assistant can help you generate leads by posting & sharing your ads and listings across a wide variety of sites, but that's not all. In some cases, perhaps more importantly, you're virtual assistant can bring the actual technical expertise required to consistently post on sites in a way that keeps your posts live, getting views, generating traffic, and ultimately resulting in new leads for your business.

## **Pros:**

Real Estate Ad Posting is one of the most obvious tasks to outsource, and it is guaranteed to be a savings over doing the same in-house.

Depending on your type of business & lead generation campaign, leads from online classified ads & real estate marketing sites can be one of the best sources (both in terms of cost & quality). In other cases, the ad posting might still be a necessary evil with a low cost buy high volume of low quality leads. In either situation, handling this most menial activity in-house is almost guaranteed to be a huge waste of money.

By delegating it to your VA, you can also be sure that we'll be handling all the technical details so you can simply sit back & collect the leads.

## **Cons:**

The process of consistent, successful online ad posting is surprisingly technical. Depending on your location, the number of ads you're looking to post, the amount of content you'll need written, and a few other variables, this task can be difficult to keep up with. Certain geographic areas for certain sites might be completely worthless in terms of lead generation, while other areas on the same site are a gold mine. Since these elements are always out of your (and our) control, this type of campaign is always at risk of changing 3<sup>rd</sup> party decisions.

## **Work Estimate:**

Depending on the site(s) on which you'd like your ad(s) posted, the number of ads you need posted per month, and the amount of ad copywriting & design / layout you need us to do, prices for online ad posting vary widely, and are constantly changing.

For a more specific idea of what it will cost to do the type of ad posting you require, please [contact us directly](#) for a customized quote.

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# Virtual Receptionist / Secretary

*Outsourcing activities to improve customer service, organization, and efficiency.*

## Inbound Call Receiving & Reporting

### Goal:

To handle all incoming calls, including up to 24x7 inbound call answering services, with comprehensive call reporting (including call recordings, call statistics, and ongoing feedback & optimization).

### How It Works:

This is basically the same as having your local inbound call center or receptionist(s). We can manage any type of call receiving, from general inbound inquiries, to inbound sales leads, to customer service & support. If you are a property manager looking for a call receiving & dispatch center, we even have a [specialized service devoted specifically to your needs.](#)

Regardless of your situation, the first step is to determine the best way to integrate outsourced virtual assistants into your call handling processes. We can work any hours you require, and depending on your own phone systems, we can even live-transfer calls directly to you as if we were sitting in the office. We can provide call center veterans, skilled in salesmanship or customer service – depending on your requirements.

That said, there are obviously certain types of inbound calls that are more appropriate to answer in-house, locally, if at all possible. We can work with you to determine the best combination of outsourced call receiving & in-house, local call routing. Plus, we can even help train your dedicated virtual assistant(s) and develop scripts for common call types.

### **Pros:**

Never miss a call again. Get your calls answered live (as much as 24x7x365) by a trained, dedicated human resource who is familiar with your business & campaign objectives. Capture more warm leads, improve your closing ratio, and provide better, more accessible client support.

### **Cons:**

Not necessarily appropriate to answer 100% of your inbound calls (some calls will be better routed directly to your local staff). Requires frequent monitoring & optimization to ensure consistently high quality performance.

## **Work Estimate:**

One of the greatest values in outsourcing your inbound call receiving to an established call center is that you'll have the perk of resource sharing. If your call volume is insufficient to justify a full-time worker, but you'd still like full-time coverage (160 hours / month, 8x5), we can arrange this by splitting your human resource's time on multiple similar campaigns. This means you can get full-time coverage for the cost of a part-time worker, without sacrificing quality.

In general, you can expect a minimum of 80 – 100 work hours per month to get 9am – 5pm coverage 5 days per week (a savings of 50%). Depending on your call volume, 24x7 coverage can sometimes require as little as 160 – 320 work hours per month (a 50 – 80% savings compared to hiring a dedicated human resource for total number of work hours!).

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## **Property Management Dispatch Center**

### **Goal:**

To remove the tedious, inconvenient property management activities related to service requests, worker & 3<sup>rd</sup> party contractor dispatch, invoice follow-up, late rent reminders, and other maintenance related communications.

## **How It Works:**

We'll start out by working with you in determining processes & Standard Operating Procedures (SOPs) for all the activities for which you'd like us to be responsible.

We can simply function as your answering service, dispatching calls to the correct recipients based on pre-defined rules. Or, we can act as your full-service tenant & contractor communication hub, with a list of contacts for all potential requests & emergencies at a property (i.e. – maintenance workers, contractors / specialists, pest control, etc.). We can receive tenant calls, dispatch workers, and follow-up on performance (including tenant surveys and testimonial requests). We can also schedule automated call-backs & text message late rent reminders that require almost no maintenance once implemented.

The most important factor for success in setting up your outsourced property management dispatch center is carefully explaining & systematizing your important processes. In most cases, you already have an automatic response for nearly any happening at any of your properties, the key is to convey that information to your back-office teams to ensure we follow your own proven model for success.

## **Pros:**

Saves significant time, local staff costs, and headaches by outsourcing many of the most tedious, unpredictable, and inconvenient aspects of day-to-day property management.

## **Cons:**

Requires careful thought to set-up. Until things are functioning smoothly, can require significant oversight to ensure your back office team is working up to the standards you have set locally.

## **Work Estimate:**

Depending on the number and size of your properties, as well as the requirements you have for your property management dispatch center, the prices will vary accordingly. Some baseline estimates for specific benchmarks are as follows:

- Inbound tenant call receiving & routing, and basic support: ~2 – 4 hours / month / tenant
- Comprehensive call center, worker dispatch, and follow-up: ~8 – 10 hours / month / tenant
- Customized late-rent auto-reminders (voice or SMS text): ~1 – 2 hours / month / tenant  
(plus one-time ~10 – 20 hour set-up cost and per message / per minute carrier costs)

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# **Calendar Management Outsourcing**

## **Goal:**

To completely automate all your scheduling, appointment setting, task reminders, and calendar management.

## **How It Works:**

Depending on how you currently manage your calendar, and how you keep track of appointments & events, we can start by integrating with what you already do ... or we can help you set-up an end-to-end calendar and task management solution custom tailored to your situation.

Once we understand the important activities, tasks, and events that need to be prominently featured on your schedule, we can ensure that reminders are being sent to you, your local staff, or your other virtual assistants via one centralized calendar.

This activity is especially useful when paired with [CRM Software Support Services](#), as well any other lead generation or marketing activities that involve making & keeping sales appointments.

## **Pros:**

Remove all worries you may have about keeping track of your schedule or appointments. Great way to centrally coordinate your sales team(s) from one calendar, and to efficiently ensure all reminders are being received & all appointments are being kept.

## **Cons:**

Might include a set-up process that requires replacing certain tools you and / or your staff have become accustomed to using.

## **Work Estimate:**

Depending on the complexity of your schedule management requirements, we can take care of any or all of the following components of your calendar management:

- appointment scheduling,
- sending reminders,
- after-event follow-up & reporting, and
- assignment of tasks to staff.

Ultimately, even in the most labor intensive situations, our virtual assistants can handle one person's calendar management in about 10 – 20 hours per month.

If you require calendar management for a complex, multi-person team, the per-person rate will naturally decrease as operations are centralized & task assignment becomes more systematic. As such, in instances where a virtual assistant provides calendar management for more than 6 – 8 individuals on your work-force, each individuals' calendar can probably be managed in 10 hours per month or less.

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# Virtual Personal Assistant Services

## Goal:

To do any- and everything your personal assistant would do (as long as it doesn't require their physical presence) ... for a fraction of the cost of hiring someone locally.

## How It Works:

If you need a virtual personal assistant, the set-up process can give you pretty much carte blanche. Obviously, we'll provide as much training & set-up assistance as you desire ... but ultimately you can also feel free to take direct, personal control over the training and task assignments for your virtual personal assistant.

You will be paired with one dedicated worker (up to full-time, at which point obviously we'll add another virtual assistant if required). Your assistant will be with you day after day, learning any tasks & procedures you need them to understand. If your rapport isn't good, we'll happily provide a different assistant until you feel you've found your perfect match.

When it comes right down to it, the day to day activities of your virtual personal assistant are really only limited by your imagination (and the fact that they are on the other side of the world). They do have excellent internet & phone access, including unlimited calling to all US-numbers, and a local US-number you can dial to reach them directly.

Basically, your virtual personal assistant can do anything your on-site personal assistant might do, aside from going down to the store to pick up some lunch (though we are happy to order delivery!).

## **Pros:**

Much cheaper than hiring a local personal assistant. Includes the added support of our back-office infrastructure and management teams to help ensure your assistant is well trained & motivated to reach performance objectives.

Same dedicated assistant with you day after day leads to better and better performance over the months & years.

## **Cons:**

Depending on what tasks you require them to do, you might find yourself spending time regularly training your assistant to ensure they're performing to your own exacting standards.

## **Work Estimate:**

Realistically a virtual personal assistant can be a useful addition to your team in as little as 10 work hours per month. Keep in mind, that amounts to an average of about 2.5 work hours per week ... so it wouldn't cover much activities. However, even having only a few hours ready & available with a virtual personal assistant you trust can save you a lot of trouble.

Plus, you can pick your monthly package and just decide when & how to use the hours on-demand, as needed. So whether your virtual personal assistant is booked for 10 hours per

month, or 160 ... you are free to use their hours in any way you require, and with our management team's assistance every step along the way (at no additional cost).

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# Customized Outsourcing Solutions

*For when you need to order something that's not 'on the menu' ... we're here to serve!*

## Business Process Outsourcing

### Goal:

To outsource process-based human resource activities for your business that require more than 4 – 5 full-time workers to accomplish.

### How It Works:

A business process outsourcing (BPO) campaign is nothing more than a combination of the comprehensive listing of real estate virtual assistant services described thus far ... as well as any other process-based human resource activities that do not require our physical presence.

We can arrange dedicated teams to work for your company, piggy-backing on our existing off-shore infrastructure and overseen by our established back-office management staff (while still paying our US corporation, directly). Plus, we can

help you refine your processes, hire & train human resources fit for the job, and even set-up dedicated phone, email, and instant message communication lines between your local operations & your back-office workforce.

The main reason you'd choose to implement a BPO campaign is that you already have a clear idea of exactly which tasks your outsourced back-office would need to handle ... and your estimates clearly project that these tasks would take more than 480 work hours (3 full-time workers) to complete.

### **Pros:**

As the saying goes: it's cheaper by the dozen. In this case, it's cheaper by 4, as once you've filled or surpassed the monthly work hours for 3 or more full-time staff members, we can provide significant discounts beyond our lowest published rates.

### **Cons:**

Represents a significant ongoing expense. Can take substantial time & energy to set-up. Only appropriate in situations where processes are already established.

### **Work Estimate:**

The defining characteristic for being a "business process outsourcing" campaign (in this instance) is that more than 480 work hours are being consumed per month. Thus, this amount, or anything exceeding it, can loosely be classified as a business process outsourcing campaign (assuming that it is relying on our established infrastructure & management team).

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# Comprehensive Labor Arbitrage

## Goal:

To set-up your own off-shore back-office workforce & operational center.

## How It Works:

If you've done the math, and would prefer to start & manage your own back office somewhere in East Asia, we can help with the set-up process from planning, to launch, to ongoing management & consulting.

We are experts in the financial, legal, infrastructure, and human requirements when it comes to setting up outsourcing hubs. Our network of executives has experience & contacts among outsourced operational centers in places like:

- Pakistan
- Bangladesh
- Philippines
- India
- Indonesia
- Singapore
- UAE
- Many more...

Each locale has its unique advantages & disadvantages, including legal issues, incorporation issues, financial transfer issues, human resource / workforce issues, technology &

infrastructure issues, political issues, etc. All of these need to be taken into account when investing the significant capital it takes to initially launch & establish a back-office workforce in a foreign nation.

However, obviously, by cutting out the middle man, you will be getting access to the lowest possible cost human resources. There is a reason big businesses launch extensive back-office operational centers in nations where the labor is more affordable. If it seems appropriate, we can help you do this for your own business.

### **Pros:**

If your work volume supports it, will yield (by far) the lowest human resource cost you will find ... often 80 – 95% cheaper than hiring staff locally in the US, managing & maintaining infrastructure, dealing with legal issues, etc.

### **Cons:**

Requires a significant investment to launch. Can be difficult to get used to managing a remote team ... meaning efficiency is always at risk of suffering due to poor communication or mismanagement. Involves many complex factors related to international business that can be difficult to penetrate if you have no experience.

### **Work Estimate:**

A labor arbitrage package makes sense in only two situations:

- If you are planning to rapidly expand your business (and are already amply capitalized to do so), and

looking for a way to scale up w/ lower overhead than your current operational model,  
or ...

- If you are planning to lay off a significant portion of your local work-force and replace them with an outsourced offshore back-office.

In either case, we can help you with the set-up process from start-to-finish. We can do so for a fixed fee, for a fee plus commission, or even as a component of a joint venture / marketing alliance (see directly below).

Keep in mind, under the scope of this service you are hiring us as a consultant & go-between to help set up your own offshore back office. As such, it is vitally important that you already have the processes & work volume to justify this significant investment.

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## **Joint Ventures / Marketing Alliances**

### **Goal:**

To create mutually profitable relationships between your business, our business, and / or other complementary business in the real estate industry & beyond.

### **How It Works:**

In this sense, we can work together in nearly any capacity that you suggest if it proves to be a worthy risk/reward ratio.

Some ideas include:

- Marketing your products & services to our clients
- Marketing our real estate virtual assistant to your clients (as a referral, or as a “white label” reseller, bundling & selling the services with your own branding)
- Hiring us to set-up joint ventures or marketing alliances with target individuals or companies (basically as an outbound lead generation campaign specifically aimed to set-up joint ventures)
- Suggesting business or investment opportunities to us
- Forming an alliance with us to search for and investigate mutual investment opportunities
- Share advertising costs on print ads, direct mail, online campaigns, or other ad media
- Anything else you can think of?

We’re open to anything that will benefit our business, especially if it requires little to no risk on our parts. However, we have access to some capital if there are specific real estate related investment opportunities (for us as service providers, or for our company’s principals as real estate investors).

## **Pros:**

Can be flexibly applied in a wide variety of ways to profit your business. We have certain resources, as well as some degree of risk-capital specifically for investing into joint ventures, marketing alliances, or other cooperative endeavors.

## **Cons:**

Only makes sense in very limited circumstances. 80 – 90% of joint venture / marketing alliance / investment opportunities we investigate ... we turn down.

## **Work Estimate:**

Totally unpredictable. We are also, in this one specific instance, open to creative financing options, including but not limited to:

- Performance pay model
- Fee + commission model
- Royalties / usage licensing model
- Investor / advisor / board of director roles
- Hard cost splitting / ad spend sharing
- Etc. ...

... we are extremely open minded if you approach us with a good deal (regardless of what “type” of deal it may be). Please contact us directly with any ideas you may have.

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# OVERVIEW: CONSULTING SERVICES



## Real Estate Outsourcing Consulting

*Real Estate Virtual Assistant Consulting - Real Estate Outsourcing Experts.*

REVAS was founded, first and foremost, to offer Real Estate Virtual Assistant Services. We've been helping real estate companies manage their back-offices & delegate tasks to off-site remote workers for nearly a decade. Our **Real Estate Outsourcing Consulting services** will put that experience working with hundreds of real estate companies and thousands of Virtual Assistants all to work for your business.

Whether you're hiring us as consultants to **plan your future use of our Virtual Assistant & Recruiting Services**, or whether you need a consultant to **help you set up your own**

**remote back-office**, our Real Estate Outsourcing Consulting Services can help.

## Reasons To Work With An Outsourcing Consultant

If you have any doubts whatsoever about the best approach to Real Estate Outsourcing and using Real Estate Virtual Assistants, the best first step is to consult an expert.

We've seen dozens of real estate professionals & companies who came to us after *failing with other Virtual Assistants*.

### The 3 Reasons People Fail Using Virtual Assistants

There are basically only 3 reasons anyone would ever "fail" using Virtual Assistants:

1. Choosing the **wrong TASKS** to outsource.
2. **Inadequate PROCESSES** for Virtual Assistants to follow.
3. Hiring the **wrong PERSON** for the job.

Real Estate Outsourcing Consulting Services are the solution to #1.

(We have a variety of [Real Estate Process Development Services](#) to help solve #2.)

# How To Use Real Estate Outsourcing Consulting

## The Two Main Reasons To Book Real Estate Outsourcing Consulting Sessions

### *#1.) Planning The Right Tasks To Outsource*

Choosing the right tasks & activities to delegate to your back-office Virtual Team is the single most important factor to determine your campaign's success or failure.

Outsource the wrong tasks, and **you will fail**. Period. Full stop.

There are simply some tasks & activities in the real estate business that need to be handled in-house, in person, by your local team... and these aren't just the obvious ones (like showing properties or conducting inspections).

Indeed, the tasks that can and cannot be effectively outsourced vary on a case by case basis, depending on several factors like:

- **Your local market**. Some local markets are more hostile than others to certain types of outsourcing.
- **Your company / personal brand**. You need to be congruent. Luxury properties + cheap overseas cold callers don't mix.
- **The repetitive / variable nature of your task**. Everyone's business is different. The same simple repetitive task in one company might require a

college education & industry experience to be handled in a different one.

- **The mix of tasks you intend to outsource.** Will you be using a US-based Virtual Assistant, or Overseas? Who gets assigned what?
- **And more...** Determining the right tasks to outsource is not a simple "fill in the blanks" process.

Our Real Estate Outsourcing Consultants are absolutely prepared to help you choose the best tasks to outsource, and to develop a prioritized task list to help you get started.

## *#2.) Setting Up & Optimizing Your Virtual Assistant Back-Office*

One of the best value propositions we can offer as Real Estate Outsourcing Consultants is as a guide to setup a new Virtual Assistant back-office, or optimize the existing VA team you already employ. We are more than happy to help, even if you're hiring your Virtual Assistants elsewhere.

At REVAS, we maintain a high standard for our Virtual Assistants, and have relatively strict recruitment guidelines that increase price.

If you'd rather go it on your own, or already have your existing Virtual Back-office, you can still **hire a Real Estate Outsourcing Consultant to help improve your outsourcing results.**

Managing your own Outsourced Back-Office will have a much higher burden in both time & energy than just using a Virtual Assistant Service like REVAS, but it might also save

you hundreds, or even thousands of dollars per month if your team is large enough.

We can help you *find the best ways to hire VAs*, from using freelancer sites like Upwork & Guru.com, to recruiting directly in countries like Philippines, India, and Pakistan. We can even help you with the recruitment process through one of our Real Estate Recruiting Services.

Ultimately, if you need help guiding your use of Virtual Assistants & Outsourcing in your Real Estate Business, working with a REVAS Real Estate Outsourcing Consultant is the ideal solution.

## **Getting Started With An Outsourcing Consultant**

Our Real Estate Outsourcing Consultants have seen the outsourcing & Virtual Assistant business processes inside & out, recruiting and hiring all over the globe, managing a distributed, remote workforce, integrating outsourced workers with local processes, and helping guide successful outsourced campaigns using US-based and Overseas Virtual Assistants.

Whether you are a current or future user of REVAS Virtual Assistant Services, or whether you're planning to hire your Virtual Assistants elsewhere, our Real Estate Outsourcing Consultants will be able to help guide you along the way.

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# Real Estate Business Process Consulting

At REVAS our motto is [Process-Based, Not People-Based™](#) and we take this concept quite seriously.

The goal of our Real Estate Business Process Consulting is to focus this lens on your company and identify ways you can systematize, standardize, and **maximize your profitability while reducing your efforts.**

Business Process Consulting is about making your life easier & finding the best opportunities to streamline processes.

## When To Book A Business Process Consulting Session

There are 3 primary scenarios where you'll get the most value booking a Real Estate Business Process Consulting Session:

1. When you **want to start standardizing & systematizing** your business, but are **not sure where or how to start.**
2. When you need an expert analysis or **outside audit of existing processes** to find opportunities for improvement.
3. When you're **launching a new company, new division, new office, or new campaign.**

Business Process Consulting focuses on applying a systematic approach to every component of your day-to-day operations, from tasks as seemingly simple as scheduling calls & appointments, to as complex as managing your teams and their payroll & benefits.

As an excellent complement to [Waste Reduction Consulting](#), every Business Process Consulting Session will identify new workflows to standardize and/or existing SOPs that need improvement to create a more efficient, streamlined business.

The goal will always be a prioritized plan of action to immediately begin building smoother systems as soon as you complete the Session.

## Why Consult An Expert First?

If you're in any of the 3 primary scenarios listed above and intend to develop **3+ new (or majorly revised) Standard Operating Procedures**, your Business Process Consulting Session will almost definitely pay for itself in saved time & reduced waste.

If you're only looking at one, or at most two, new Standard Operating Procedures, you probably won't get a ton of added benefit by booking a Consulting Session first. However, if you are working with new or major changes to 3+ SOPs, your Business Process Consulting Sessions will pay for themselves several times over.

*Before* you start deciding which SOPs should cover which components of which Tasks...

**Before** you start re-formatting or overhauling your layouts for the new SOPs...

**First**, take the time to speak to an outside expert.

Think of it this way:

You are close to & familiar with the tasks, so you're the foremost expert.

But you're also probably much more used to actually doing the tasks on the front-lines, working **IN** the business, **not** systematizing the tasks working **ON** the business.

Make a small misstep, or leave out some parts of the overall process, and *just redoing* or *significantly revising* an SOP you've already created will **waste at least 3 - 5+ hours of your personal time.**

Plus, every moment you or your employees follow that inadequate, incomplete, or confusing SOP is more time and more money being wasted! If your SOP results in 25% loss due to any of the [7 Wastes](#), 25% of every dollar you invest into it, and 15 minutes of every hour are being wasted until you fix the issue(s) with your process(es).

OR, you can start out investing into Process Development Consulting Session(s) *first*, **before** you start investing your time & energy into 3+ new or majorly revised SOPs.

# Benefits Of Business Process Consulting

By taking the time to work with a REVAS Consultant, you'll avoid these common SOP & process development pitfalls.

The added benefit of a neutral outside expert, following a proven system to uncover opportunities and potential problems, is hard to over-estimate. A neutral 3rd party's fresh eyes & insights can almost always yield new perspective on your situation.

Plus, **REVAS Consultants spend all day every day thinking about processes.** It's literally our [motto](#).

We're all highly fluent in this topic particularly, and likely have access to innovative approaches & best practices from around the industry that might be totally new to you.

Other benefits we can focus on during your next Business Process Consulting Session include:

- Review an existing workflow or SOP to identify ways it could be smoother, more efficient, more systematic, or cheaper.
- Build an overview of your business & opportunities to add new systems or SOPs that don't yet exist.
- Focus on potential problem areas that are either too unsystematic or too confusing, and start plotting a solution.

- Prioritize a list of new SOPs you could use, and create a plan for employing [Process Development Services](#) to complete them.
- Help train you or your team on Process-Based thinking, making sure everyone's on-board and on the same page.
- Answer all your questions about what types of processes & SOPs are working for other companies in the industry.

Ultimately, the goal of all REVAS Business Process Consulting is to **streamline, automate, simplify** and **standardize** your business.

Booking a Business Process Consulting Session is especially valuable if you're getting ready to create or modify 3 or more SOPs. It's also always an excellent pairing to your Waste Reduction Consulting Sessions. Together, these can be a powerful force toward cutting costs & boosting profits for your future operations.

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# Real Estate Waste Reduction Consulting

*Real Estate Time Management Consulting - Real Estate Lean Consultant*

Waste is one of the worst plagues afflicting the real estate industry today.

There's a reason more and more deals & assets are consolidating in the hands of fewer & fewer moguls and top producers.

That reason is **waste**.

From Real Estate Agents to Property & Facilities Managers to Real Estate Investors to Mortgage Lenders, waste is running rampant.

**Streamlining, automation, and systematization are the solutions** that will solve it.

Investing into periodic or ongoing Waste Reduction Consulting Sessions is one of the best ways to consistently accomplish this.

During each Consulting Session, a REVAS Consultant will be your call to accountability, with an expert approach & proven process to ensure you're proactively managing and eliminating the 7 - 8 main sources of waste in your business.

## **A Personal Trainer For Your Business**

*Trim Fat, Improve Fitness, And Learn New Ideas.*

Real Estate Waste Reduction Consulting is like having a Personal Trainer for your business who will **help you get more lean, reduce excess, and modify your approach to accomplish more with less.**

Streamlining and reducing waste is all about building a stronger, faster, more efficient business.

To do so, your Consultant will work closely with you & your team to systematically find ways to free more time, save more money, and expend less effort all while maintaining or improving output.

How is this possible?

Our systematic approach to reducing waste is nothing new. We focus on applying the classic Toyota Production System Lean Kaizen methodology, with some slight tweaks to better serve the real estate industry.

Specifically, using the Lean paradigm, we focus on studying & reducing the 7 Wastes of Lean from your real estate business.

## **Reducing The 7 Wastes of a Real Estate Business**

If you imagine your REVAS Consultant as a Personal Trainer, here to help reduce waste so you can do more with less, the 7 Wastes of Lean could be viewed as **the 7 biggest challenges to your company's ongoing health & fitness.**

In each Waste Reduction Consulting Session, we will be focusing on one or several of the following types of waste, identifying the most pernicious forms of each in your business, and helping you devise a step-by-step action plan to reduce waste & drive continuous improvement.

- [Waste 1: Waiting.](#)

- [Waste 2: Motion.](#)
- [Waste 3: Transportation.](#)
- [Waste 4: Overproduction.](#)
- [Waste 5: Inventory.](#)
- [Waste 6: Defects.](#)
- [Waste 7: Over-Processing.](#)

## **Waste 1: Waiting.**

Also manifested as *delays*, Waiting as a form of waste occurs whenever people, assets, or capacities are sitting idle.

In essence, for some reason the preceding activity didn't complete on time (like permits, printing, appraisals, and loan pre-approvals), causing idle time & delays for all those involved in the next activities down the line (like contractors, marketers, loan brokers, and real estate agents).

The most common forms of Waiting Waste in the real estate industry include scenarios like:

- Properties inadequately marketed or letting buyer leads go stale, causing listings to sit on the market longer than necessary.
- Arriving to property showings on-time (or early) while the potential buyer or tenant arrives late or flakes out entirely.
- Contractors unsynchronized, causing a chain reaction of delays for an entire construction project.
- Leaving rental units vacant too long, resulting in sub-optimal turn times & occupancy rates.

A Real Estate Waste Reduction Consulting Session focusing on reducing Waiting will be especially useful to **identify ways you & your team are waiting around that you might not even notice, recognize, or measure right now.**

"That which gets measured, gets managed."

This mantra (often attributed to Peter Drucker) is why your Consultant will help figure out ways to **track and optimize the activities that might be leading to Waiting Waste in your business.**

Your Consultant will also help connect you with tools & standardization ideas that you can implement right away to help smooth out and streamline your operations.

## **Waste 2: Motion.**

Unnecessary Motion Waste is any movement of *people* that doesn't contribute toward productive work.

Whenever employees or contractors in your work flow add extra steps to accommodate inefficient process layout, defects, reprocessing, overproduction or excess inventory, they are adding wasted Motion.

Motion takes time and adds no value to the product or service.

To move and add value is called work. To move and not add value is called motion.

Some of the most common examples of Motion Waste in the real estate industry include:

- Tools, locations, documents, or training / instructions / manuals not found easily, creating a consistent drag on time spent searching through & sorting the disorganized chaos.
- Extra trips to visit your properties, PO boxes, listings, banks, contractors, and clients that could be consolidated & streamlined into fewer outings following more efficient routes.
- Inefficient & unstandardized processes causing frequent repetition of common tasks in an ad hoc, unsystematic way with no procedure to follow and no tracked metrics to monitor, streamline, or optimize.\*

A Waste Reduction Consulting Session focusing on reducing wasted Motion is a natural pairing to reducing Waiting & Transportation Waste (below), because all 3 ultimately result in wasted time in the forms of both lost sales & unproductive work.

When targeting Motion Waste, our Waste Reduction Consultant will **help identify ways your people are moving around that can be reduced or eliminated** to help realize **almost instant savings & productivity boosts**.

*\*Note: This is the exact reason we don't even allow new Clients to hire a Virtual Assistant until they've submitted a detailed, step-by-step Standard Operating Procedure (SOP) for each task they plan to delegate. This is the only way to ensure minimal waste & predictable, manageable results.*

## **Waste 3: Transportation.**

Wasted **Transportation** is the movement of *material* (raw materials, Work In Progress, and completed goods) that doesn't directly support immediate productive work.

While real estate itself doesn't move, and much of the business is People-based not Material-based, **Transportation Waste** is still closely linked to **Movement Waste** in the real estate business. For example, many of the common scenarios outlined below will likely create both forms of waste simultaneously:

- Driving around with marketing materials or closing docs that need to be mailed / delivered / signed somewhere other than where you're immediately headed.
- Taking too many trips to the store for building materials or construction supplies.
- Transporting building materials, tools, construction supplies, or marketing collateral from job site to job site. This is not only wasted Transportation, but also risks creating *Defects* due to the added unnecessary handling risk.
- Forgetting materials at one location when they're needed at another, creating extra trips & likely *Waiting Waste* as well.

A Real Estate Waste Reduction Consulting Session focusing on reducing wasted *Transportation*, as mentioned above, is a

great pairing to sessions focused on Motion and Waiting Wastes.

Similar to a session focused on reducing Motion Waste, reducing Transportation Waste is first & foremost about **implementing systems to track and measure when & where the waste occurs.**

Once you have a step-by-step action plan to implement systematic tracking measures on your Transportation activities & expenses, the next step is working with your Consultant to identify opportunities to reduce the waste and **build a more streamlined approach to moving goods *and* people.**

## **Waste 4: Overproduction.**

**Overproduction** waste occurs whenever you're working or producing more than is needed, faster than needed, or before it is needed.

This is a result of running your business on a "*Push*" model where you do work & produce output before it is demanded by a customer. That would be the opposite of a "*Pull*" based fulfillment where you only work on-demand, and produce your results just in time. Using a Push model, and creating **Overproduction Waste**, is also closely linked to (and often results in) Inventory Waste, discussed below.

This might sound like a type of waste you'd find in a factory much more than in a real estate business, but it is actually a big issue in most sectors of the real estate industry. Some of the most common scenarios that might be causing Overproduction Waste in your business include:

- Investing too much in lead generation, without the sales processes & staff to actually convert those leads to sales.
- Using construction materials & styles that are too upscale for a property.
- Over extending your capital (buying too many properties at once).
- Under-leveraging your investments (putting up too much for down payments & borrowing at too low LTV ratios).

A Real Estate Waste Reduction Consulting Session focusing on reducing Overproduction Waste will be custom tailored to your situation, since the types of Overproduction Waste vary greatly depending on what types of real estate business activities in which you're involved.

Therefore, the first goal of your reducing Overproduction waste will be working with your Consultant to **identify exactly where & how you are vulnerable to this type of waste.**

From this detailed inspection process, you'll recognize that just knowing where you're vulnerable is half the battle.

Once we have a good idea of the potential types of Overproduction waste to which you're vulnerable, your Consultant will work with you and your team to plan ways to **systematically track, organize, and standardize your production processes in ways to reduce the very potential for waste**, preventing the problem before it ever occurs.

## **Waste 5: Inventory.**

Closely related to **Overproduction Waste** is Inventory Waste.

This type of waste occurs whenever you have materials, work-in-progress and finished goods that are not yet ready for sale, but are already tying up your capital & resources.

Though not all inventory is waste, excess inventory can quickly build up your costs, reduce your flexibility, and tie you to unproductive activities. All Inventory requires additional handling, energy, space, and/or costs. The less inventory you can keep in stock, getting everything sold quickly & efficiently, and minimizing turnaround times, the more profitable every sale will be.

Again, similar to *Overproduction Waste*, **Inventory Waste** might seem to be more in the fields of manufacturing, wholesaling, or retailing of physical products. However, it's a very common form of waste in the real estate industry across all sectors, and includes all-too-common scenarios like:

- Finishing construction & renovation projects... with too much material left over.
- Owning more Fix & Flip properties than you can work on at a time.
- Buying more rental properties than you can manage at a time (without investing in a professional manager or service).
- Taking on more Listings than you can comfortably get marketed & sold in a timely fashion.

- Having many projects or deals in processing, but none complete.

A Real Estate Waste Reduction Consulting Session focusing on reducing *Inventory* Waste will naturally pair with a focus on Overproduction Waste. That's because both result directly from a mis-management of resources under your direct control, like your time, your staff's time, your work materials, and your available cash & credit.

Similar to Overproduction waste, the most important first step in reducing Inventory Waste is **identifying exactly where & how it might be occurring in your business.**

The biggest challenge with reducing Overproduction Waste in the real estate industry is that you usually already realize your own mistake without the help of an outside Consultant.

Rather, the reason most real estate professionals require a Consultant to help reduce Inventory Waste is simply to **act as your Personal Trainer:** *holding you accountable, acting as a sounding board, and helping you accept your potential mistakes* that led to the Inventory Waste we can work together to **begin making step-by-step, manageable corrections.**

## **Waste 6: Defects.**

In the real estate business, waste due to Defects are some of the most disastrous.

These are products, materials or services that do not meet expectation or conform to specification.

Defects include any work not done correctly the first time that ends up needing to be re-done, repaired, re-sorted, or re-made, including any wasted materials that must be scrapped in the process.

When on the scale of construction projects & real estate transactions, it's easy to see why Defects are such a big deal. They can lead directly to lost deals, lost reputation, lost clients, repeated work, extra material costs, and even lawsuits & licenses revoked!

These are all pretty obvious & terrible, so you've probably already thought of the following most common types of Defect Waste in real estate, like:

- Transactional paperwork mistakes or missed steps that lead to Waiting Waste, lost deals, or worse.
- Marketing materials or campaigns with errors, wrong numbers, a bad sales funnel, or inadequate follow up.
- Construction or renovation work that is not up to spec or is of poor quality, requiring repairs or a do-over.
- Badly handled sales presentations or listings that result in lost sales or lost clients.
- Broken websites, lead capture forms, voicemails, phone systems, and other technologies.

A Real Estate Waste Reduction Consulting Session focusing on reducing Defects can be one of the most important, highest priorities for your Consultant.

Think of this type of Consulting Session as a type of insurance:

**Insurance from an expert set of fresh, outside eyes**, following a proven system to seek out & identify possible causes of Defect Waste in your business.

Similar to many other forms of waste, Defects and their sources must first be identified before they can be reduced, standardized, and systematically measured & tracked for continuous improvement.

Your Consultant will help dig into the components of your business that have the potential to lead to Defects, and start **planning the processes & activities that need better SOPs** so you'll be able to **monitor these risk areas and ensure the Defects never arise** (or at least continually become fewer & far between over time).

## **Waste 7: Over-Processing.**

Over-Processing is one of the most common forms of waste in the real estate industry.

To put it simply: Over-Processing is *work that adds no value*.

This term refers to **unnecessary steps in operations**, such as reprocessing, double-handling, added communication, and double-checking, often inserted into a process as a result of dealing with Defect, Overproduction or Inventory Wastes.

This type of waste usually is a result of other types of waste, often occurring due to a lack of standardization.

Unmeasured, unsystematic processes lead to unknown amounts of Overproduction, Inventory, and Defect Wastes, leading to **added work to correct the earlier mistakes** that seems like just part of the process but is unnecessary and adding no value!

Some of the most common types of Over-Processing you'll find all around you in the real estate industry include:

- Using over-priced and over-qualified staff & contractors for tasks that could be handled with less.
- Following un-standardized processes with extra steps, unknown steps, or lacking measured & tracked metrics.
- Repeated communications, phone tag, missed & rescheduled meetings, too many meetings, etc.
- Doing things manually that could be automated.

A Real Estate Waste Reduction Consulting Session focusing on reducing *Over-Processing* will basically be woven into any Waste Reduction conversation.

That's because this type of waste is so common in the real estate industry that you'll likely find it *intimately related to nearly every other type of waste!*

This also leads to a piece of good news about this type of waste:

You can often reduce it indirectly by reducing other forms of waste, especially Overproduction, Inventory, and Defects.

# Getting To Work: Waste Reduction Consulting

The ultimate solution to all these forms of waste can be summarized simply:

**Standardize, track, measure, and keep making small improvements.**

*Do more with less.*

Every single Waste Reduction Consulting Session will focus 100% on this goal, and will help chip away at sources of waste in your business consistently, for the long haul.

It makes sense to consider these types of Consulting Sessions as periodic checkups, at least quarterly, if not monthly. This will ensure you regularly have an outside expert, following a systematic and neutral approach to planning, monitoring, and evaluating your Waste Reduction progress, opportunities, and potential risk exposure.

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# Real Estate Marketing Consulting

*Real Estate Lead Generation Consulting - Real Estate Conversion Optimization*

At REVAS, our [Marketing](#) & [Lead Generation](#) Virtual Assistant Services are by far our most popular offerings.

Every day, we're helping manage & systematize all aspects of the back-office sales funnel for real estate companies around the world.

From outbound direct marketing, to inbound call receiving, to lead research, list building, ad posting, and CRM management, we've had a chance to see "under the hood" of some of the most successful, consistent real estate marketing funnels ranging from big budget national brands to nimble entrepreneurs earning big income with practically no staff.

## The Two Real Estate Marketing Success Factors

A REVAS Marketing Consulting Session can address almost any aspect of your sales funnel, from *micro-focused* examinations of specific campaigns or materials, to *macro-focused* strategies that apply across all your marketing & sales.

Regardless of the marketing focus, two simple success factors apply across the board. These apply from broad branding strategies down to every single piece of marketing collateral: every single script, flyer, sign, letter, email, video, podcast, or social media post... everything will always need to address these two simple criteria:

1. **Consistency**. Real estate is a slow moving business with a long sales cycle. You absolutely need to stay in front of your target market consistently, all the time, forever, as long as you plan to remain successful.

2. **Accessibility**. How easy is it for people to do business with you? This comes down to factors like:

- Persuasiveness of your branding & marketing materials.
- User-friendly offers to make closing with you easy.
- Unique selling propositions to fix your market's problems.

Just reading those, you already know where you're strong and where you're possibly lacking.

And you already know they aren't so simple as just staying in front of people with your phone number.

You need to tap into your target market's demand in a way that puts you above & beyond competition. You need to not only be consistent & accessible... you need to be unique & valuable. And you need to be sure your target audience knows it.

**Content is king.** Getting that content seen is easier than ever but still takes consistent work.

By working with a Real Estate Marketing Consultant, you will be able to identify & fix problems with these two critical success factors, while adding new ways to delegate, automate, or outsource whatever you're missing.

More importantly, you'll get expert insights into **potentially multiplying ROI on the marketing methods that are already successful for you.**

## Hidden Marketing Assets & Untapped Revenue Streams

At REVAS, our approach to Real Estate Marketing Consulting will *focus first & foremost on what's already working for you!*

You've made it this far in business (unless you're a startup, in which case consider Real Estate Startup Consulting first).

Your current and past customers came from somewhere.

You *already* have connections in the local market, regardless of who or how many.

You *already* have some basic marketing materials and sales funnel concepts you're following, whether or not they are systematized.

You *already* have a story of what makes you, you.

In a typical Real Estate Marketing Consulting Session, we'll be able to leverage these hidden marketing assets to start building on the following REVAS 8 Marketing Pillars.

## The REVAS 8 Marketing Pillars

In Prioritized Order Based On Years Of Testing In Dozens Of Businesses.

- [Pillar 1: Unique Selling Proposition\(s\).](#)
- [Pillar 2: Marketing & Sales Integration.](#)
- [Pillar 3: Conversion Optimization.](#)
- [Pillar 4: Automated Follow Up Systems.](#)
- [Pillar 5: Retention + Reactivation + Referral Marketing.](#)
- [Pillar 6: Strategic Alliance Marketing.](#)

- [Pillar 7: Direct Marketing.](#)
- [Pillar 8: Online & Offline Advertising.](#)

## **Pillar 1: Unique Selling Proposition(s).**

The first & most important pillar is your Unique Selling Proposition(s) or USP(s).

This is what sets you apart from the competition.

In real estate, these are crucial, and easy to mess up. Most real estate companies blend in to the crowd.

If you want to stand out & attract the right type of clients, the keys are being *authentic*, finding something that adds *unique extra value* in your own business, and *building a "moat" of protection* to make it more difficult for competitor's to copy & steal your USP.

On a more granular level, for example applied to specific offers (not your whole business), we might also refer to a miniature version of a USP as an EVP or Extra Value Proposition.

In only 1 or 2 Real Estate Marketing Consulting Sessions, your Consultant will be able to help you significantly improve your USPs & EVPs to ensure your business is standing out from competitors and attracting the right type of clients.

## **Pillar 2: Marketing & Sales Integration.**

The second most important pillar, which is another pre-requisite for any scalable & sustainable real estate business, is Marketing & Sales Integration.

The key here is to **organize, analyze, and systematize your entire marketing & sales funnel**, from first contact via ad or direct marketing, to long-term client retention.

Whatever you're already doing, we want to understand everything from big picture down to nitty gritty details.

Then, your Real Estate Marketing Consultant will help you implement systems to track and prioritize where you're investing your marketing budget, as well as ways to better integrate and streamline your overall sales funnel.

The reason Pillar 2 is so important is that it is **necessary to ensure you're getting the *most ROI on your marketing dollars!***

Until & unless you've completed this rigorous self-analysis in your own company, you are definitely leaving cash on the table and wasting money on less effective methods.

### **Pillar 3: Conversion Optimization.**

Similar to Sales & Marketing Integration, ***Conversion Optimization*** is crucial because it's the only way to ensure you're getting the most bang for your buck on every marketing dollar you invest.

Conversion Optimization is self-explanatory:

Your Real Estate Marketing Consultant will specifically focus on your sales conversion process, from capturing leads on your website, to your current follow up methods & processes, to the final closing process & collection of payment.

**The goal of Conversion Optimization is to convert more potential sales into paying clients.**

During your Consulting Session, we'll examine what you already have, what's working, where sales are being lost, and what can be improved.

Plus, we'll help prioritize the "low hanging fruit" items you can improve simply & rapidly to immediately start seeing better results from your marketing efforts.

### **Pillar 4: Automated Follow Up Systems.**

If you've already built a solid foundation of Pillars 1 - 3, your business is becoming more scalable, and you're developing a niche you can dominate better than any competitor.

However, before you start really investing into getting your business in front of that niche much more, you'll save yourself a fortune by first implementing proper *Automated Follow Up Systems*.

This includes everything from drip emails, to social media content & posts, to physical mailings & newsletters, to automated SMS text messages & voicemails, to task workflows assigned to your sales people automatically via your CRM.

The goal of Automated Follow Up Systems is to **convert more leads to paying customers, with less effort**. It's a natural pairing to Conversion Optimization (and ultimately your Conversion Optimization workflows should feed into your Automated Follow Up Systems).

Remember, the typical sale will take at least 7 "touches" or distinct communications with a prospect before closing. In some niches it's many more than that.

This is the best part about well implemented Automated Follow Up Systems: they're **orders of magnitude more scalable than using your sales people to follow up**, since something like a drip email or newsletter is about the same amount of work & cost (other than postage) whether it's going out to 10 people or 10,000.

Imagine the time, energy, chaos, and cost to manually follow up 7 times with 10,000 leads!

Your Real Estate Marketing Consultant will help ensure you're automating this process as much as you can.

## **Pillar 5: Retention + Reactivation + Referral Marketing.**

Now that you have your marketing foundation & automated follow up systems in place, it's time to start focus on filling the pipeline.

Pillar 5, the "3 R's," is focused on the cheapest ways to get more business.

**The cheapest new customer is an old customer.**

If you've been in business for at least a few years, getting new sales from past clients is by far the cheapest way to stir up quick revenue.

Working again with someone who you've worked with in the past is typically about 1/5 (20%) of the cost to get a new client from scratch.

That's 5x cheaper than cold advertising.

**The second cheapest customer you can get is a referral customer.**

Referrals come in warm and have already been convinced of your value by a "neutral" 3rd party.

You don't even have to pitch them (as much), they already want what you're selling before you ever speak to them.

Pillar 5 is all about identifying ways you can systematically **Retain** your current customers, **Reactivate** past customers, and build **Referral** systems to ensure all your past, present, and future clients are well educated & motivated to refer you more business.

This will make sure you have these cheapest sources of new business already integrated into your sales funnel before investing into these next more expensive forms of new customer acquisition.

## **Pillar 6: Strategic Alliance Marketing.**

In the real estate business, Strategic Alliances and Joint Ventures are well understood & common place.

However, most investors, agents, property managers, and even lenders, neglect some of their best potential revenue streams by ignoring Strategic Alliance & Joint Venture opportunities for your marketing & sales funnel.

All of us as real estate professionals are aware of Joint Ventures to own properties, create funds, and other ways to pool our assets on deals.

Strategic Alliance Marketing Consulting Sessions will help identify opportunities to:

- Turn your competitors into cooperators who are helping pay for your ads.
- Leverage your unique story to attract press & local celebrity recognition.
- Partner with complementary service providers for more referrals & commissions.
- Get tons of non-monetary perks & be treated like a VIP around town.
- Find off-market deals, motivated sellers, and/or steeply discounted ad space.

The goal of Pillar 6 is building alliances & drafting off existing goodwill in your target market to boost your exposure faster & cheaper than any paid advertising.

The only problem is Pillar 6 is that implementing these Alliances can be tricky, and their results are not always predictable. At their peaks, they are the single best revenue source to attract new business, but they tend to be cyclical & inconsistent.

## **Pillar 7: Direct Marketing.**

Now that you've exhausted all 6 previous Pillars, and have built a unique, systematic, and mostly automated sales funnel, taking advantage of the cheapest forms of customer acquisition before taking on the more costly & risky alternatives, it's time to move on to the two best known & most difficult, risky marketing options:

### **Direct Marketing (Pillar 7) and Online & Offline Advertising (Pillar 8).**

Both can be considered complementary & simultaneous, since they both will feed your well-built lead capture & conversion funnel.

The question, then, will be **which exact Direct Marketing and On-/Off-Line Advertising choices will yield the best ROI?**

Answering this incredibly difficult question, which is a moving target, will always be the goal of Direct Marketing & On-/Off-Line Advertising Consulting Sessions.

First, to define Direct Marketing:

This includes any type of marketing where you are targeting & communicating directly with your prospect. It includes things like:

- Telemarketing.
- Direct Mail.
- Email Marketing.

- Social Media Direct Messages.
- In-Person Sales.
- Event Sales (including "Selling from the Stage").

Direct Marketing has some specific strengths, as well as some specific weaknesses when compared to the type of Inbound Advertising discussed under Pillar 8.

The *best part about Direct Marketing* is that it allows you to target & communicate "privately" directly to your prospect or client. Done right, Direct Marketing is practically as intimate as a one-on-one conversation, even when you're sending 100,000's of direct mail pieces.

The *biggest problems with Direct Marketing* are:

1. You need to be able to target your prospect or client with the right contact information. This is not always easy, or even possible.
2. It can be prohibitively expensive (think Customer Acquisition Costs or CACs in the \$1,000 - \$3,000+ range).

## **Pillar 8: Online & Offline Advertising.**

As the complementary, sometimes contrasting support to Pillar 7, we round out the 8 Marketing Pillars with the final & broadest category, Pillar 8: Online & Offline Advertising.

The key feature that sets this type of Marketing apart from the rest is the fact that it is 100% Inbound, Multi-Step Marketing.

The goal here isn't to get the sale. Rather, **the primary, if not only, true objective of Pillar 8 is to generate new leads to fill your pipeline** especially created during Pillars 1 - 4.

It will be the responsibility of your conversion, follow up, and sales systems to ensure your advertising investment here doesn't go to waste.

Similar to Direct Marketing, you can anticipate a \$1,500 - \$3,000+ CAC for customers who come originally from Inbound Marketing & Advertising. However, you can also typically expect a longer sales cycle, or slower turn-around time, since people who respond to ads in the real estate industry *sometimes aren't ready to actually buy for up to 2+ years!*

That's why before even considering this Pillar, you absolutely need a well-oiled machine running your conversion funnel & automated follow up processes. You need to be ready for the marathon of follow up, not the sprint of a quick sale.

Once you're ready, our consultants can help you evaluate, implement, and optimize some of the best possible Online & Offline Advertising tactics & strategies like:

- SEO (organic Search Engine Optimization).
- SEM & PPC (Pay Per Click Search Engine Marketing).
- Online display ads (Google content network, CPM ad networks, and site-specific ads).
- Social Media Marketing.

- Magazine & newspaper ads (can be on- and off-line).
- Billboards, signs, and outdoor media.

The key is making sure your Message, Market, and Medium are matched, measuring results meticulously, and constantly optimizing & improving your overall ad campaign performance. Our Real Estate Marketing Consultants can help.

## **Getting Started With A Real Estate Marketing Consultant.**

We've helped manage & systematize every type of real estate marketing activity imaginable, from direct mail & postcards to YouTube & Facebook to cold calls & drip campaigns. Our Marketing Consultants know the terrain, and are here to help plan & guide your next campaign, or to improve & optimize your current ones.

When you're ready to tackle the challenge of your overall customer acquisition funnel, improving your lead generation, conversion, and retention, book at least one Marketing Consulting Session, or up to 8+ if you want to cover every single Pillar with a Consultant helping you build a nearly unstoppable flow of new & repeat business every step of the way.

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# Real Estate Technology Consulting

*Real Estate Software Consulting - Real Estate Software & Technology Training*

If you're planning on buying some expensive new real estate software, or you're looking to get a better ROI on the software & technology tools you're already using, **Real Estate Technology Consulting** will help you reach your goals.

Real Estate is becoming more & more technical as new software & hardware tools are built to automate the business.

You need to stay up to date to be competitive, and at REVAS, we are always learning. By working in a back-office role for hundreds of real estate companies, we've seen 'under the hood' of most every software. We definitely know what works, what doesn't, and what combination of software tools are getting the best results, right now, in companies just like yours.

## Popular Types Of Technology Consulting

While there are literally hundreds (if not thousands) of real estate software tools on the market, there are several options that are much more popular & widely used than everything else. Thanks to these common technologies' popularity, we also get a chance to work with these much more often under a wider variety of deployments & circumstances.

Here are some of the most common options & requests we get for specific types of Real Estate Technology Consulting:

- **TopProducer** Consulting & Training.
- **Appfolio** Consulting & Training.
- **Salesforce** Consulting & Training.
- **Paperless Pipeline** Consulting & Training.
- **Follow Up Boss** Consulting & Training.
- **Propertyware** Consulting & Training.
- **dotLoop** Consulting & Training.
- **Buildium** Consulting & Training.
- **Podio** Consulting & Training.
- So much more... like:
  - Investor Carrot, PropertyMetrics, Point2 Property Manager, Proquest Technologies, Rethink CRM, EZ Coordinator, and more...

Long story short: we've worked with a ton of real estate software, and can help you wade through the murky waters to find the ideal combination of tools & processes for your exact scenario.

# Understanding The Goals Of Technology Consulting

Our Real Estate Technology Consulting services will help you solve the 3 main puzzles that lead to the success or failure of your software & hardware tools:

1. Picking the *right* Real Estate Technologies.
2. Creating efficient *processes* for using your Technologies.\*
3. Making sure your Technologies are fully *integrated & optimized*.

Below, we'll examine how you can use Real Estate Technology Consulting Sessions to solve both #1 and #3: picking the right technologies, and making sure they're well integrated & optimized.

*\*#2. falls under our [Software Setup Process Development Service](#), so is not addressed under any Consulting Service.*

## **Real Estate Technology Consulting To Pick The Right Technologies**

The best time to hire a Real Estate Technology Consultant is before you've selected or purchased the technology in question.

This would be the first stage above, **Picking the right Real Estate Technologies.**

Before you buy that software company's fancy sales pitch, and before you commit to that high monthly (or annual!) fee, book a Consulting Session.

Work one-on-one with a real estate tech guru who has hands on experience using hundreds of software tools to help pick the right software & configuration that's best to achieve your specific goals.

A simple Real Estate Technology Consulting Session can help you save thousands of dollars per year by avoiding some over-priced, over-hyped software when a less well known, yet equal (or better) quality alternative can get the job done for a fraction of the cost.

## **Real Estate Technology Consulting To Integrate & Optimize Your Technologies**

If you've already picked your real estate technologies and are happy with what you got (or it's too late to turn back), now you need to be sure you're getting the most out of your investment.

Whether it's a CRM that your team isn't using to its fullest potential, a lead generation tool that's getting sub-par results, or some research & automation tech that is barely getting used (if at all), **you are wasting your money till you get that software integrated & optimized.**

It might not be obvious what you can do to solve this problem, and it would be more trouble than it's worth for you to reinvent the wheel and try to wade through the tech learning

curve to hopefully, eventually find a solution via guess & check.

Even if you know exactly what's needed, or at least have a pretty clear idea, you might find yourself too close to the problem or too busy working *in* the business, to take time working *on* the business & your software integrations.

Our real estate technology consultants will help identify low hanging fruit & best practices that other companies like yours are using right now to streamline, automate, and grow their businesses.

Plus, a consulting session will help pull you out of the day-to-day routine, identify problems & opportunities with fresh eyes, bring your team all on the same page, and outline a step-by-step plan of action for what to do next.

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# OVERVIEW: PROCESS DEVELOPMENT



## Standard Operating Procedure (SOP) Development

*'Done For You' Real Estate Standard Operating Procedures (SOPs)*

The goal of Real Estate Standard Operating Procedure (SOP) Development is to **create new processes** for activities in your business that are not yet standardized or following any type of step-by-step procedure.

Each SOP Development Session will result in a very detailed, 8 - 20+ page, step-by-step, Standard Operating Procedure for a specific, distinct workflow in your business.

*(Note: Our [Process Optimization Services](#) are a better fit if you're looking to streamline, systematize, and standardize your **already existing processes.**)*

# Why We Require SOPs To Work With Our VAs

At REVAS, we require detailed, step-by-step Standard Operating Procedures that must be approved by our Training Manager before a new Client can get started with our Virtual Assistants.

This requirement was instituted after years of watching hundreds of real estate professionals randomly delegating a mish-mash of unclear assignments to their VAs before ultimately fizzling out, failing, and quitting.

This is hell for the Assistant, and a waste of your time, energy, and money.

Ultimately this boils down to #2 out of the 3 primary reasons companies fail with Virtual Assistants:

*Inadequate PROCESSES.*

## The 3 Reasons Companies Fail With Virtual Assistants

1. Choosing the **wrong TASKS** to outsource.
2. **Inadequate PROCESSES** for Virtual Assistants to follow.
3. Hiring the **wrong PERSON** for the job.

**Real Estate Standard Operating Procedure Development is the solution to #2.**

When a Virtual Assistant has to work on a task with inadequate processes to follow, they will be over-stressed, and dislike their job.

That's because they still feel the same *pressure to succeed*, but without the necessary *tools to succeed*.

Clear, step-by-step Standard Operating Procedures are one of the most important tools to successfully delegate tasks to Virtual Assistants and build a more scalable, manageable business.

## What's Inside A 'REVAS-Style' SOP?

At REVAS, we're used to coordinating Virtual teams on complex projects for multiple stakeholders simultaneously.

It's what we do.

As a result of this in-depth (and often painstaking) experience, we've mastered the art of creating comprehensive, easy-to-follow SOPs.

Interestingly enough, we've also found many of our smartest clients arrived at the exact same approach independently.

In other words: this appears to be just the right way to do it.

That's because:

A better SOP now = less waste & less training costs later.

The more you spend on the latter, the more you'll be inclined to invest in the former.

**A REVAS-Style Standard Operating Procedure will almost always include:**

1. A straightforward Table of Contents or Index to easily navigate the SOP.
2. At-a-glance task requirements, like logins, passwords, software, and downloads.
3. Detailed, step-by-step instructions written in clear, plain English.
4. Screenshots, graphs, infographics, and/or diagrams to explain key points.
5. Occasionally even external links to video & audio training materials.

The goal of our **Standard Operating Procedure Development Service** is creating a document so comprehensive that anyone can follow it to achieve your desired result with little to no additional guidance.

Each SOP we develop for you is another step toward a more systematic, streamlined, and manageable business.

## **How It Works: Your SOP Development Session**

It's an interesting challenge, as an outsider looking in, to build a systematic, step-by-step Standard Operating Procedure for activities that occur in *your* business. The solution to this challenge, as with all things at REVAS, is thinking Process-Based, not People-Based™.

That means we of course follow an SOP for creating your SOPs!

Here is a rough five step outline of how it works:

## **Step One: Diagnostic Interview & Consultation.**

The **first step is a comprehensive diagnostic interview & consultation.** Depending on the particular workflow for which we're building your SOP, we might be talking to you, your staff, or even booking multiple one-on-one & conference calls. The goal is to understand the activity from the perspective of those most familiar with it.

## **Step Two: The Task Itself.**

**Next, we'll experiment with actually doing the task itself.** There's no substitute for hands-on experience with the work itself. In some cases where actually doing the task hands-on is not possible, we'll even do mock calls, sandboxed versions, and simulations of the task(s) required in the SOP, just to be sure we're understanding everything.

## **Step Three: Q&A.**

Nine times out of ten, this process will then yield some **questions about the task, or areas that require further clarification.** We'll take much less input this time around, but we'll still most likely have one last call or group conference to finalize all the details.

## **Step Four: Re-Approach to The Task Itself.**

Wrapping up the SOP Development, **we'll go through the task one last time**, taking into account all we've learned. During this go-round, we'll also be meticulously recording, screenshotting, and mapping out every step in the process, to prepare for creating the final step-by-step Standard Operating Procedure document.

## **Step Five: Creating the SOP Document(s).**

Lastly, we'll take our notes & details from Step Four, and distill them down into an easily understood, step-by-step Standard Operating Procedure document. This is basically like an instruction manual for your particular task or workflow, recorded in comprehensive detail.

The end goal is **a comprehensive & straightforward SOP doc that anyone can follow** to get to work with little or no additional training.

Systematic, step-by-step Standard Operating Procedures will help make your business more efficient, easier to manage, and ultimately will help cut costs & grow profits.

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# **Real Estate Process Optimization**

*Real Estate Automation Service - Real Estate Business Process Improvement*

The goal of Real Estate Process Optimization is to **streamline, standardize, and automate *existing* processes** in your business that have some rough current procedure that needs to be more efficient.

Each Process Optimization Session will result in a very detailed, 8 - 20+ page, step-by-step, REVAS-style Standard Operating Procedure for a specific, distinct workflow in your business. This will be based off of what's already working for you, with a focus on standardizing, systematizing, and automating the process.

*(Note: Our [Standard Operating Procedure \(SOP\) Development Services](#) are a better fit if you need to **create new processes** for tasks & activities that are not currently following any systematic procedures.)*

## **When Process Optimization Is Most Valuable**

Real Estate Process Optimization Services are not applicable to all businesses in all situations.

The most obvious pre-requisite is ***actually having the process(es) to optimize.***

This service is not about creating new processes from scratch, it's about taking what is already working for you, and making it better.

Therefore, the first criteria to getting the most value out of Process Optimization is:

## **#1.) When you're clear about the process or workflow that needs to be optimized.**

The more systematic, standardized, and step-by-step your existing process, the more value you can get out of Process Optimization Services.

That's because we can more easily identify potential problem areas, and make clear & concise improvements to the existing process, when the process itself is already well documented.

This is a natural segue into the second criteria to getting the most value out of Process Optimization:

## **#2.) When you're sure the existing process has major issues & needs work.**

Unless you're running at a very large scale, tiny tweaks in nearly perfect processes won't add much value to your business.

On the other hand, processes that you can see are clearly producing too much waste, are running chaotically, are difficult to manage, or simply aren't producing the desired result... these are the types of processes that can yield major ROI on a single Process Optimization Session.

The last, but not least criteria to be sure you get the most value out of your Process Optimization Service, is:

## **#3.) When you have the will to actually implement the changes!**

No tweaks & improvements to your processes will be able to overcome the most dangerous natural law:

Inertia.

If you don't have the will power to ensure you & your team will follow the new and improved SOPs created as a result of your Process Optimization Sessions, then skip the service!

Save yourself the money, time, and suffering of having your day-to-day workflows picked apart by outside experts.

You need to be sure you have the will & discipline to implement the changes, with the understanding that it will take real effort to break bad habits and implement the new ones, especially if you're dealing with multiple stakeholders on multiple processes.

## **The 3 Paths To Process Optimization**

There are 3 primary approaches we can take to your process to make it better, or "*3 Paths to Process Optimization.*"

When optimizing a single Process, we might engage in all three, or focus on only one.

Each is intertwined and produces a synergistic result when combined to ultimately create the best Standard Operating Procedures possible.

## **Path 1: Standardization and Systematization.**

This is the bedrock of all our Process Development Services, and is the crucial foundation of the other 3 Paths.

That's because a standardized, systematic workflow that is predictable, consistent, and measurable is necessary to even call the activity a "Process."

Nothing can be Optimized if it can't first be clearly understood, monitored, measured, and managed. This is only possible through Standardization and Systematization, which is our approach is best achieved via a REVAS-Style Standard Operating Procedure (SOP).

## **Path 2: Automation.**

The most powerful single tool for Process Optimization is Automation.

If you can eliminate most or all requirement for human intervention, and can create a completely automated workflow that is handled all by software or hardware tools, you are in an extremely powerful position.

Even if you still need significant human participation, you will always find great ROI when automating major steps in your process, or adding automated tools to better enable yourself & your employees to focus strictly on profit producing activities.

Sometimes adding the right software tweaks or technical tools can improve your output 10x - 100x, or reduce the workload of your Process by >90%.

## **Path 3: Waste Reduction.**

Permeating all activities & business Processes is our arch-nemesis:

Waste.

Following the same '7 Wastes' approach as we apply to our [Waste Reduction Consulting Services](#), our Process Optimization efforts will always be on the lookout for these pernicious thieves of time, energy, and money.

As a brief reminder, this means simplifying & streamlining your processes by eliminating:

1. Waiting.
2. Motion.
3. Transportation.
4. Overproduction.
5. Inventory.
6. Defects.
7. Over-Processing.

Every time we optimize any Processes, we will always be on the lookout for signs of all seven wastes to annihilate them from your workflows.

## **How It Works: REVAS Process Optimization**

Process Optimization Services follow the same general progression that all our Process Development Services do.

We have a five step SOP to create SOPs that applies to **existing Process Optimization** tasks almost exactly the same as it does to **new Process Creation** tasks.

Here is that rough five step outline, with the noted Optimization-only tweaks to Step Two:

## **Step One: Diagnostic Interview & Consultation.**

The **first step is a comprehensive diagnostic interview & consultation.** This will be all about learning your current Process:

- How is it documented?
- Who is involved in the work?
- How often does it occur?
- What are external factors involved?
- Does it require any specific software or login information?

We'll be studying the existing Process (or lack thereof) for the workflow *as it currently occurs*.

## **Step Two: The Task Itself.**

**Next, we'll experiment with actually doing the task itself.** This is almost exactly the same as it would be for creating a new SOP.

In some cases where actually doing the task hands-on is not possible, we'll even do mock calls, sandboxed versions, and simulations of the task(s) required in the SOP, just to be sure we're understanding everything.

## *For Process Optimization Only:*

One factor that is unique for Process Optimization vs. Process Creation when working on & studying the task itself, is that we will be **much more focused on Standardization, Systematization, and Waste Reduction.**

Our focus will be on finding ways to *streamline* and *simplify*, typically with our stop watch in hand to monitor the time taken for every step in the process.

### **Step Three: Q&A.**

Nine times out of ten, this process will then yield some **questions about the task, or areas that require further clarification.**

We'll take much less input this time around, but we'll still most likely have one last call or group conference to finalize all the details.

### **Step Four: Re-Approach to The Task Itself.**

Wrapping up the SOP Development, **we'll go through the task one last time**, taking into account all we've learned.

During this go-round, we'll also be meticulously recording, screenshotting, and mapping out every step in the process, to prepare for creating the final step-by-step Standard Operating Procedure document.

### **Step Five: Creating the SOP Document(s).**

Lastly, we'll take our notes & details from Step Four, and distill them down into an easily understood, step-by-step

Standard Operating Procedure document. This is basically like an instruction manual for your particular task or workflow, recorded in comprehensive detail.

The end goal is a **comprehensive & straightforward SOP doc that anyone can follow** to get to work with little or no additional training.

Optimizing your existing processes, and creating a more streamlined, systematic Standard Operating Procedure, will help you reduce waste and boost your profit margins down the line by making a relatively small investment of time, energy, and money now.

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# Real Estate Process Creation for Startups

*Standard Operating Procedure (SOP) Development  
For New Real Estate Businesses*

Starting a new real estate business is a risky & expensive undertaking.

**More than 80% of new real estate businesses fail within the first few years**, but not before losing their founders 5 - 6+ figures and/or wrecking their credit.

Don't play guess-and-check when your financial future is on the line. Start your real estate startup on the right foot & keep in mind our motto:

## Process-Based, Not People-Based™

People are great, but without adequate, effective Processes to follow, even your stellar startup team will be spinning its wheels until & unless you actually start building a sustainable, profitable *system*.

## **What You Need *Before Starting* Process Creation**

*Process Creation for your Real Estate Startup* is definitely not the first step when launching your new business.

There are several prerequisites necessary before we can be of any assistance in helping you create systematic, step-by-step Standard Operating Procedures for your new real estate business.

Here are the 3 Necessary Prerequisites before you begin any Startup Process Creation:

- Prerequisite #1: Which specific Standard Operating Procedures will you require?
- Prerequisite #2: How exactly do we do the task?
- Prerequisite #3: What tools will we be using for the task?

### **Prerequisite # 1: Which specific Standard Operating Procedures will you require?**

We can't build clear, concise, step-by-step SOPs for an unknown task.

You will need to be clear as to exactly which Processes are necessary for your business, and have at least some idea of how many distinct workflows they will entail.

For example, imagine you need someone to do all of the following:

1. Post & share your blog articles on all your social media profiles.
2. Write new blog articles for you, on specific topics relevant to your market.
3. Add new leads to your CRM when they come in.
4. Make outbound calls to specific target prospects.

Depending on the complexity of 1 and 2 above, you will definitely need at least 4 distinct SOPs, corresponding to each distinct workflow or set of tasks.

*If you don't already know which specific Standard Operating Procedures you'll require, start with a [Business Process Consulting](#) and/or [Outsourcing Consulting](#) session first. We'll walk you through the steps, and build a custom tailored plan of action based on your unique situation & criteria.*

## **Prerequisite #2: How exactly do we do the task?**

While our Process Development experts are highly knowledgeable about a wide variety of real estate activities & procedures, every business is different, as is every unique professional & brand.

You can't delegate a task to a low-level Virtual Assistant that you don't have at least a working understanding of yourself.

We have two sayings at REVAS related to this issue:

- A *Person* is not a solution to a *Problem* without the right *Process*, and
- Never ask people to do for you what you won't do for yourself.

Even if it means you have to do some unpleasant, menial duties yourself for a few days, or even weeks, to wrap your head around it in a way that you could explain it, step-by-step, to someone else, you'll be happy you did if you want to successfully delegate it to someone else.

Indeed, to hire us for Startup Process Creation, you will need to have done so, and be able to explain in reasonable detail exactly how we do the task.

### **Prerequisite #3: What tools will we be using for the task?**

In today's real estate market, almost every major Process in your business will be using at least some software or website(s). More often than not, those will require login information, accounts to be set up, and often payments to be made.

Before we can start building detailed, step-by-step Standard Operating Procedures for critical workflows in your real estate startup, your tools, and their key details (like login info) will already need to be set up and ready to go.

We can't build a Process for an activity that is using tools to which we don't have access.

*If you're not sure which technology & tools your startup needs, check out our [Real Estate Technology Consulting](#) services to get personally tailored advice from a real estate tech guru. If you'd like 'Done for You' help getting a software setup, you can also look into [Real Estate Software Setup & Optimization](#) (another type of Process Development).*

## **Benefits Of Process Creation For Your Startup**

If you've learned anything about REVAS, hopefully you're well aware of our focus on Process.

So, by now it goes without saying that we think systematic, step-by-step Standard Operating Procedures are a good idea. In fact, we require them to use our Virtual Assistants!

What's in it for you?

What will you get by systematically creating SOPs for your startup from its early infancy?

This is probably one of the best possible investments into your new business that you can make, because a better Process now is as good as money, time, and energy saved later.

Here are just some of the benefits the REVAS approach to Process Creation for your Real Estate Startup:

- Remove doubt & confusion in your early launch phase by delegating menial tasks that follow clear step-by-step SOPs with confidence.
- More easily to onboard & train new hires, and convince higher quality staff to join, by being clear on your workflows & their task lists.
- Save time that would have been wasted correcting mistakes, chasing lost leads, or searching for misplaced data & items, by countering these problems before they ever occur.
- Systematically make continuous improvements in the way you're working by having a Process in place to measure, track, and manage your workflows.
- Slash unnecessary expenses by providing clearer workflows to your team and streamlining their activities using the right technologies.
- Make it possible to start using [Real Estate Virtual Assistants](#) from day one when you launch your business.
- Delegate the Process Development Process to a team that does it all day every day, so you can focus on more important matters like getting customers for your new startup!

There are probably hundreds more benefits of launching your startup with as many systematic, clear, step-by-step Standard Operating Procedures as you can.

Starting a new real estate business is already risky & complicated enough as it is.

Work with our expert Process Development team will pay dividends as one of the best possible investments into your new business.

Hire us to help systematically design your startup from the ground up with detailed Standard Operating Procedures (SOPs) for all the most important workflows of your new business.

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# Real Estate Telemarketing Script Writing

*Real Estate Outbound & Inbound Phone Scripts - Real Estate Sales Script Writing*

Your ***real estate telemarketing script*** is the backbone of all outbound & inbound telephone lead generation.

At REVAS, we consider your comprehensive & detailed real estate telemarketing script as the equivalent of your real estate telemarketing SOP (Standard Operating Procedure).

Second in importance only to your real estate telemarketing ***lists***, real estate telemarketing script writing is one of the most critical steps to determining if your campaign succeeds or fails.

The script is what determines the flow of your telemarketers' calls.

Even if it is not read word for word on every call, it will be the guiding foundation of what to say when, how your offer is presented, your specific calls to action, frequently asked questions, and overcoming objections.

A comprehensive real estate telemarketing script must have all of the above, and be captivating, persuasive, and to-the-point.

There's a reason we require this type of script to be submitted & approved before you can work with our trained Real Estate Telemarketing Virtual Assistants:

The **right script**, paired with the **right list**, works.

## **The REVAS Telemarketing Script Writing System**

Since long before REVAS merged with sister company REVAS, the most popular Virtual Assistant Service we offered was always, by far:

[Real Estate Telemarketing.](#)

We've had peak periods where our US-based and Overseas Telemarketing VAs were dialing over 100 hours per day! That is over 12 full-time shifts of 100% telephone lead generation, every single day, strictly calling on popular real estate campaigns like:

- Expireds & FSBOs for **Listing Leads**.

- Probates, Distressed Assets, and more to find **Off-Market Property Leads**.
- Real Estate Cash Buyers & Multi-Family Investors for **Property Management Leads**.
- Real Estate Agents to identify potential **Mortgage Lender Referral Partners**.
- Too many more to list...

If you can think of some crazy campaign for real estate telemarketing, chances are someone has hired us to do just that.

Plus, as the vendor who is actually managing the call center team directly, we're here where the rubber meets the road.

We don't get the luxury of selling puffed up scripts using falsified stats, or scripts that might (or might not) work, only in the hands of expert genius salespeople, only in some local markets.

No, when we are hired for real estate telemarketing, we need to produce results, or you will quit the service. Simple.

And there's *a huge elephant in the room with real estate telemarketing* we've learned first-hand over nearly a decade working with hundreds of companies:

## **Most real estate telemarketing fails!**

There are a wide variety of reasons for this, including that most real estate telemarketing campaigns:

- Don't achieve the necessary message-to-market match to generate enough quality leads.
- Try to make impossibly large leaps down the sales funnel, in too few steps, over too short a time.
- Focus the wrong offers to the wrong lists.
- Are not adequately funded.
- Operate on unrealistic assumptions and projections.
- Do not invest enough in ongoing monitoring, management, training, and adaptation.
- Do not generate a positive ROI, and ultimately are abandoned.

If you've spent time, energy, and money on **failed Real Estate Telemarketing Campaigns**, you're not alone.

In some ways, you may also be experiencing a first glimpse into the future.

REVAS CEO, Marshall Hatfield, predicts:

*“By 2025, ‘traditional’ old school & simplistic real estate telemarketing will no longer be viable.*

*With so many Agents & Investors chasing the same leads, following the same scripts, the future of real estate telemarketing will be ultra-competitive and require major innovations to remain profitable.”*

We've seen first-hand many of the most popular real estate telemarketing campaign types, like calling Expired Listings or FSBOs, are **consistently generating less and less quality**

**leads**, while the few leads generated tend to be non-serious tire kickers & flakes.

## What Makes The REVAS Approach Different?

The first and most important difference of the REVAS approach to real estate telemarketing script writing is this one simple focus question:

*What is your goal on the call?*

Most reading this will instantly leap to thinking the goal is generating a "lead" or a listing appointment or whatever.

In today's changing market, you would be wrong. And tomorrow it'll only get worse.

If you think the goal of your outsourced cold calls to a complete stranger is generating a listing appointment or 'hot lead,' you're dreaming.

Sure, it will happen in a *tiny* percentage of calls... but that's the exact same thing the last guy tried to do, along with the last 10 (or 50+ in a big city) real estate telemarketers who called them.

Without a hard hitting Unique Selling Proposition (USP) or Extra Value Proposition (EVP) that near-instantly distinguishes you as different from everyone else, your call is dead in the water.

You're a totally replaceable commodity.

And if you're hoping that after this one cold call, that lead is going to be ready to take action, you're going to be missing 90% of your potential customers waiting on that one easy one.

**The real goal of successful real estate telemarketing for the future is:**

To get someone's permission to continue marketing to them!

Get their email for a drip sequence, their mailing address for your newsletter, and their social media accounts to connect, follow, and share.

Show them you're not just another desperate chump by demonstrating your value in a low pressure sequential sale across multiple media channels.

Telemarketing is a way to start the conversation, but don't assume a cold call is just one or two steps away from a sales meeting & closing table.

The more you try to force an overly ambitious outcome from your telemarketing campaign, the less real results you'll see.

## **Benefits Of Hiring Us For Telemarketing Scripts**

Hiring REVAS to handle your real estate telemarketing script development is a weight off your shoulders at a bargain price.

Our Real Estate Telemarketing Scripts aren't written by some guru in their ivory tower, prescribing actions from on-high with no consequences whether you succeed or fail.

Our Real Estate Telemarketing Scripts aren't written in stone by some franchise founder or copywriter 10 - 15+ years ago and shoveled down the throats of franchisees & salespeople with no updates or improvements.

## **REVAS Telemarketing Scripts: Proven In Action Daily.**

Our Real Estate Telemarketing Scripts are **up-to-date to the minute, based on what we see working every single day in real estate companies like yours.**

Our Real Estate Telemarketing Virtual Assistants are dialing 100+ hours daily, on scripts ranging from Expireds & Neighborhood Farming, to 'We Buy Houses' & Short Sales.

We're working on the front-lines of Real Estate Telemarketing every single day; what we do has to work.

That same type of battle-tested, action-proven script writing is what you're getting when you hire us to write or update your own Real Estate Telemarketing scripts.

- The REVAS Telemarketing Script Writers all will be able to **pull from dozens of scripts that are working on live calls right now.**
- Plus, we're experts at personalizing scripts **based on your own Unique Selling Points & Unique Value Propositions (USPs & UVPs).**
- Finally, every REVAS-style Telemarketing Script will automatically include **comprehensive FAQs and quick rebuttals for Overcoming Objections.**

Hire REVAS for all your Real Estate Telemarketing Script Writing requirements, and rest assured your campaigns are built on solid foundations of proven formulas & ingredients.

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# Real Estate Software Setup & Optimization

*Real Estate Software Process Development - Real Estate Software Integration*

Whether you're just getting started with that shiny new real estate software, or you're trying to get better ROI & results out of the same old software you've been using for years, you probably don't look forward to playing IT expert or tinkering with multiple system integrations.

At REVAS, where everything we do is [Process-Based, Not People-Based™](#), setting up and optimizing real estate software systems is practically an everyday occurrence.

From helping Virtual Assistant clients improve & systematize their existing software workflows, to building better SOPs for companies just launching with a new CRM or Dialer, we've tinkered under the hood of practically every real estate software on the market.

If you're seeking a 'Done For You' solution to get your real estate software up & running smoothly, or to improve your existing software's day-to-day usage & integration, **Real**

**Estate Software Setup & Optimization** is the perfect Process Development service for you.

## Two Approaches To Real Estate Software

While all approaches to Real Estate Software Setup & Optimization follow a very similar step-by-step process, there are really only 2 primary ways to utilize the service.

### **Option 1: Software SETUP**

The first & most popular reason real estate companies hire us for Software Setup & Optimization Services is to **help setup and launch a new real estate software in your business.**

Whether you're adding or switching your CRM, setting up a new Transaction Management Software, or trying to get your team trained on that new Auto-Dialer, we can help with a 'Done For You' approach that will make your labor almost effortless.

### **Option 2: Software OPTIMIZATION**

The second reason you might hire us for Software Setup & Optimization Services is to **help you improve, streamline, systematize, and better integrate your existing real estate software tools.**

It's all too common for real estate companies to continuously pay high monthly recurring costs to keep up their CRM, Lead Data Service, Marketing Tools, or other Real Estate SaaS... all without getting much (if any) beneficial results.

Hire a REVAS tech guru who is familiar with nearly every real estate software on the market to analyze your current use of your chosen tool(s), and will help systematize & streamline your existing workflows with new step-by-step, clearly elucidated Standard Operating Procedures (SOPs).

## List Of Real Estate Software We Can Help With

### **REAL ESTATE CRMs:**

- Top Producer
- Follow Up Boss
- MarketLeader
- RealtyJuggler
- eEdge
- Podio
- RETHink
- Wise Agent
- Many more...

### **TRANSACTION MANAGEMENT SOFTWARE:**

- Paperless Pipeline
- EZ Coordinator
- dotLoop
- Reesio
- BrokerMint

### **REAL ESTATE DIALERS & PHONE SYSTEMS:**

- Mojo Dialer
- ArchAgent

- Vulcan7 Dialer
- PhoneBurner
- YTel
- Storm Dialer (TheRedX)
- Call Fire
- And more...

## **PROPERTY MANAGEMENT SOFTWARE:**

- Buildium
- Propertyware
- Propertybase
- Appfolio
- Rentec Direct
- Rent Manager
- InnQuest
- Total Management
- MRI Software
- Yardi Systems
- And more...

## **REAL ESTATE INVESTOR SOFTWARE:**

- RealData
- RealtyAnalytics
- RealNex
- ProAPOD
- RealEstateTools
- And many more...

## **MORTGAGE & LENDER SOFTWARE:**

- Calyx
- Floify

- MortgageDashboard
- FLICS
- Blueberry Relay
- And more...

## **What To Expect: Software Setup & Optimization**

The most important expectation when hiring us for Software Setup & Optimization is that you will get a **more streamlined process or improved software ROI, with very little effort on your part.**

The way it works is pretty simple, and follows a predictable step-by-step sequence.

The outcome of your Software Setup & Optimization Service, as with all our Process Development solutions, **will always include a detailed, step-by-step REVAS-style Standard Operating Procedure (SOP).**

### **Step One: Diagnostic Interview & Consultation.**

The **first step is a comprehensive diagnostic interview & consultation.**

When it comes to your Real Estate Software Setup & Optimization, this will primarily be a discussion about which software you're using (or intend to use), and how it helps solve particular problems in your business.

## **Step Two: Getting To Know Your Existing Processes.**

Chances are, unless you're using something proprietary or very unusual, we already have experience using the exact same (or very similar) software to what you have in mind.

During Step Two, **we'll get to know your software, your existing workflows, and how your team currently uses & intends to use the tool.** This hands-on investigative process will help us understand anything unusual you may be doing, and get a clear overview of how you're already using the software in question.

## **Step Three: Q&A.**

Nine times out of ten, this process will then yield some **questions about the task, or areas that require further clarification.** This time around will be quicker & simpler than Step One, but we'll still most likely schedule one last call or group conference to finalize all the details.

An important component of Step Three for Software Setup & Optimization will be talking to different stakeholders in your business, to be sure we're not ignoring any outlying use-case scenarios in our planning & systematization.

## **Step Four: Re-Approach to The Task Itself.**

Wrapping up the SOP Development, **we'll go through the task one last time,** taking into account all we've learned.

With your Real Estate Software SETUP, this will be the phase we'll actually be deploying the live version of your software, and inviting & introducing your team to the basic processes.

With your Real Estate Software OPTIMIZATION, this will be when we're actively engaging with your team to make adjustments & changes to your existing processes, to test potential improvement areas.

During this step in the service, we'll also be meticulously recording, screenshotting, and mapping out every step in the process, to prepare for creating the final step-by-step Standard Operating Procedure document.

### **Step Five: Creating the SOP Document(s).**

Lastly, we'll take our notes & details from Step Four, and distill them down into an easily understood, step-by-step Standard Operating Procedure document. This is basically like an instruction manual for your particular Real Estate Software workflow, recorded in comprehensive detail.

The end goal is **a comprehensive & straightforward SOP doc that anyone can follow** to get to work with little or no additional training on your Software.

*Hire a real estate tech guru for 'Done for You' set up of new software & optimization of existing tech.*

Real Estate Software Setup & Optimization is not something most real estate professionals look forward to. While it might be easy to get online with some popular software, it's not so easy integrate it with your day-to-day workflows. If you want to skip the learning curve & setup process, you can

simply hire a REVAS techie to handle setting up your new software or optimizing software you're already using.

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# VIRTUAL ASSISTANT PRICING

Dedicated VA monthly pricing based on a 5 day work week.

<u>320 Hours</u>	<u>160 Hours</u>	<u>80 Hours</u>	<u>40 Hours</u>
US-Based: <b>\$5,760</b> Overseas: <b>\$2,240</b>	US-Based: <b>\$3,200</b> Overseas: <b>\$1,280</b>	US-Based: <b>\$1,760</b> Overseas: <b>\$720</b>	US-Based: <b>\$960</b> Overseas: <b>\$400</b>
US-Based VAs <b>\$18</b> Per Hour	US-Based VAs <b>\$20</b> Per Hour	US-Based VAs <b>\$22</b> Per Hour	US-Based VAs <b>\$24</b> Per Hour
Overseas VAs <b>\$7</b> Per Hour	Overseas VAs <b>\$8</b> Per Hour	Overseas VAs <b>\$9</b> Per Hour	Overseas VAs <b>\$10</b> Per Hour
About <b>80</b> Work Hrs / Week	About <b>40</b> Work Hrs / Week	About <b>20</b> Work Hrs / Week	About <b>10</b> Work Hrs / Week
About <b>16</b> Work Hrs / Day	About <b>8</b> Work Hrs / Day	About <b>4</b> Work Hrs / Day	About <b>2</b> Work Hrs / Day

Wondering which package is right for you?

**Schedule a complimentary:**

**Opportunity Analysis Consultation.**

# **CONSULTING SERVICE PRICING**

**One-On-One Consulting With REVAS CEO, Marshall Hatfield.**

**ATTENTION:** Personalized one-on-one Consulting with REVAS CEO, Marshall Hatfield, is not for everyone!

All Consulting Engagements are either on a:

- Personally Tailored Monthly Retainer Arrangement,
- OR
- One-Time Project-Based Scope Of Work Agreement.

We accept only 5 – 10 Consulting Clients at any given time, and are usually booked solid 3 – 6 months in advance.

Retainer Clients get priority over Project-Based SOW Clients.

**\$2,000 MINIMUM!**

There is no Consulting Engagement available, even for simple Project-Based SOWs, for less than \$2,000, paid in advance.

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Wondering if Consulting is right for you?

**Schedule a complimentary:**

**Opportunity Analysis Consultation.**

# **PROCESS DEVELOPMENT PRICING**

Hire Us For A Single Process, or Save Money By Buying In Bulk.

<b><u>3 Processes Developed</u></b>	<b><u>2 Processes Developed</u></b>	<b><u>Single Process Developed</u></b>
<b>\$600</b>	<b>\$500</b>	<b>\$300</b>
Diagnostic <b>3</b> Process Calls	Diagnostic <b>2</b> Process Calls	Diagnostic <b>1</b> Process Call
Including Up To <b>6</b> Q&A Follow Ups	Including Up To <b>4</b> Q&A Follow Ups	Including Up To <b>2</b> Q&A Follow Ups
Resulting In <b>25 – 50+</b> Pages SOP Docs	Resulting In <b>15 – 30+</b> Pages SOP Docs	Resulting In <b>8 – 15+</b> Pages SOP Docs

Wondering which package is right for you?

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**Opportunity Analysis Consultation.**