

OUTSOURCING FOR



AU



NZ

# REAL ESTATE BUSINESSES



## WHAT IS THE PURPOSE OF OUTSOURCING FOR A REAL ESTATE BUSINESS?

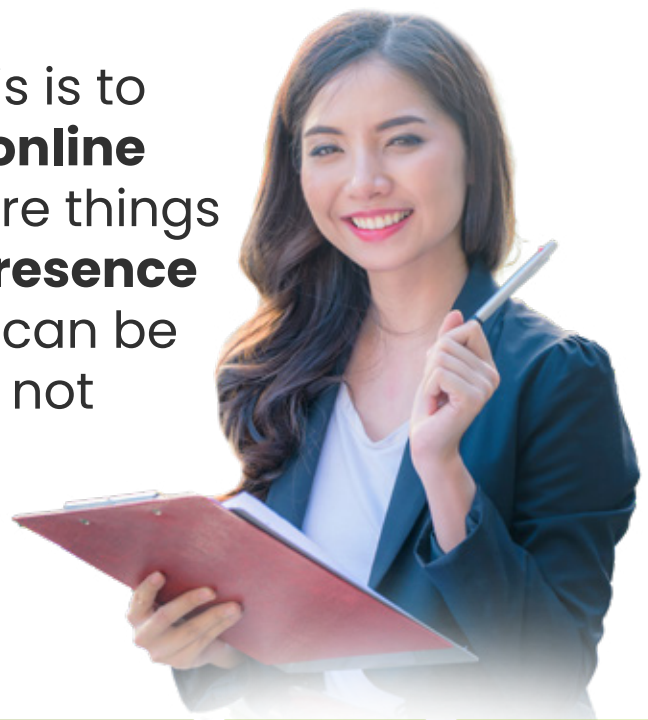
The purpose and concept are straightforward, but people get it very wrong.



You do not outsource your job;  
**you outsource the tasks**  
**you or your team should not be doing.**



The easiest way to look at this is to **list all the tasks completed online and over the phone**. These are things where there is **no physical presence needed**, so it is obvious they can be **outsourced**, however it does not mean all should be.



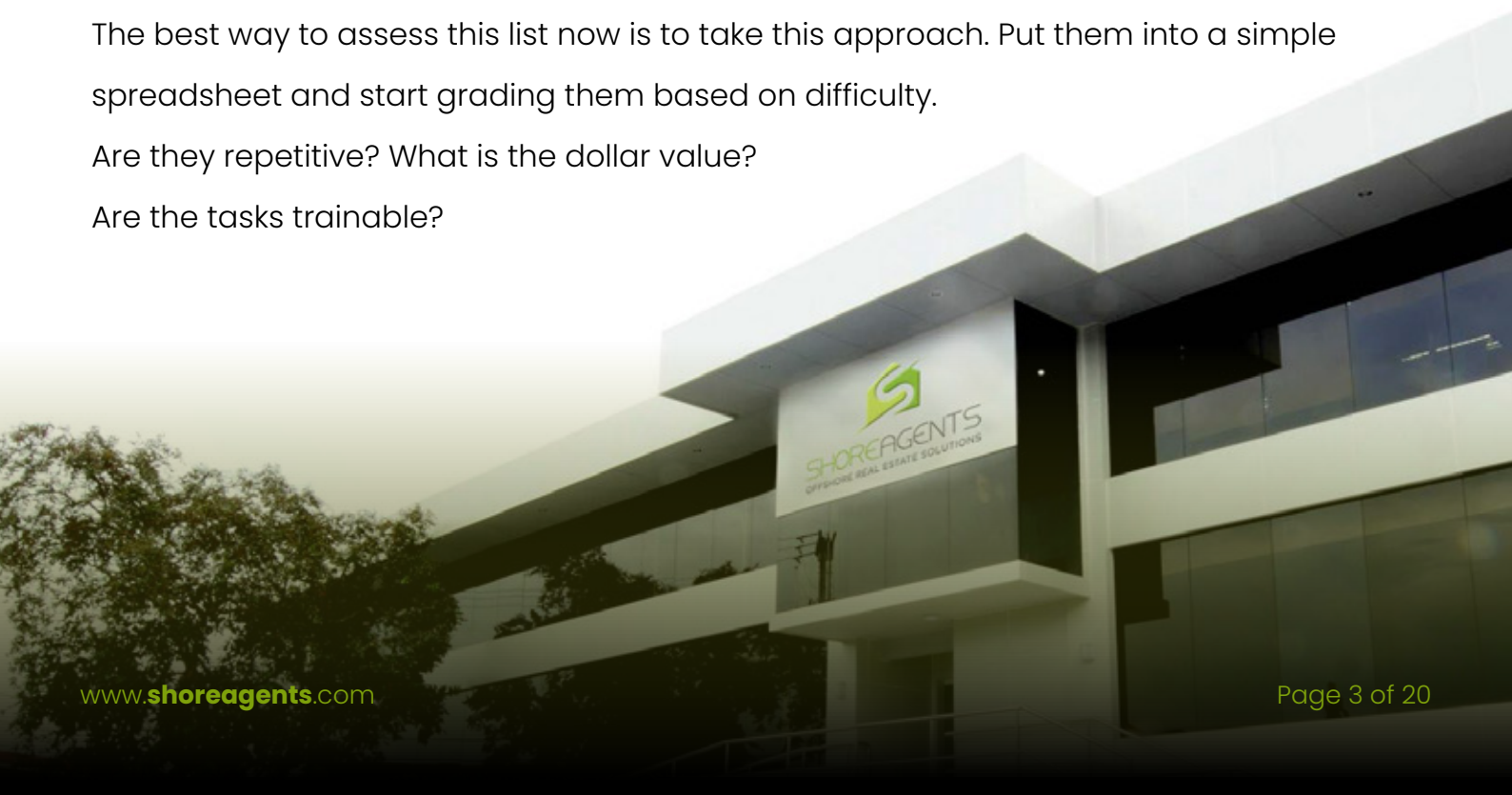
## SAMPLE TASK LIST

TASK	DIFFICULTY	REPETITIVE	VALUE	TRAINABLE
Putting Property Online	Medium	Yes	High	Yes
Sending out lease renewals	Easy	Yes	Low	Yes
Receipting Rent	Difficult	Yes	High	Yes
Marketing Invoices	Difficult	Yes	High	Yes

The best way to assess this list now is to take this approach. Put them into a simple spreadsheet and start grading them based on difficulty.

Are they repetitive? What is the dollar value?

Are the tasks trainable?



# WHAT ARE THE REASONS COMPANIES OUTSOURCE?

Generally, the reason many companies **outsource initially is for a cost-saving.**

The cost of labour in the Philippines is far cheaper than locally, so it makes sense.



## THESE ARE SOME OF THE REASONS COMPANIES OUTSOURCE



### SMALL BUSINESS

Small-sized operations do not generate enough revenue yet to afford a full-time staff member onshore. However, additional support is needed for the operation to grow, which makes offshoring the best route for them.



### MEDIUM BUSINESS

You are looking to make some cost savings to invest in the business to get to the next level and grow.



### LARGE BUSINESSES

The bigger you are, the higher your cost. Reduce risk, stay competitive, and increase the business's ROI. Big businesses must be sold at some point, and the sale value is higher with a better ROI.

# GOAL

# 1



Get some time back and save some money.  
**We call this getting your head above water.**

# 2



Increase the value of the outsourced team's tasks now that you have more time for **training, systems, and execution.**

# 3



The next phase is super exciting. When people look at outsourcing, they first think about the low-value tasks. **However, they are quite surprised to find out the extent of the talent in the Philippines.**

In the **Philippines**, most of the employees we will put in front of you have a degree, so you are getting **highly educated employees at a fraction of the cost**. It is an amazing opportunity.

Some of the talent we place outside of the regular admin support is **Accounting, Design, Web Dev, SEO, PPC, and social media space**. There is not much that cannot be done here. As you are still a newbie, we do not suggest starting here unless you have all your ducks in a row and have your head firmly above water.



**Here are some frequently asked questions and our answers.**

## **WHAT ARE SOME OF THE STANDARD TOOLS OUR STAFF USE?**

Our staff uses all the Real Estate tools your company uses. So if you hire an agent with us, they will use the same tools you use in your business.

These are some of the tools our Virtual Assistants are familiar with:



Rental Bonds Online





# WHAT HOURS DO THE STAFF WORK?



The staff you hire will work your business hours in whatever timezone you may be located.

Just like your local team members, your staff with ShoreAgents will work a **40-Hour Week.**



# IF MY TEAM MEMBER QUILTS DO YOU REPLACE THEM?



If your staff member does not work out for some reason, we have a free 3-month replacement guarantee.

# AM I LOCKED INTO A LONG-TERM CONTRACT?



All you need to do as per our contract is to provide us with 60 days' notice and we both go our separate ways.

So the answer to that is a **big no**.



# DO THEY SPEAK ENGLISH?

**100%**  
SPEAKING IN ENGLISH



**Filipinos have excellent written and spoken English.**

They begin learning at a young age, and the majority of their schooling language is in English.

Filipinos speak with a very neutral tone and are easily understood by both yourself and your valued customers.

# DO I GET TO CHOOSE MY TEAM MEMBER?

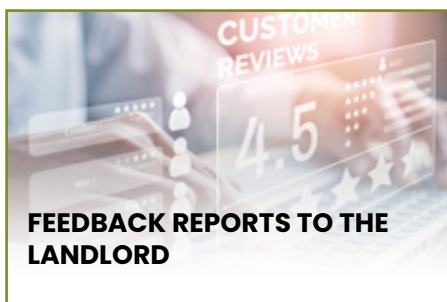


Yes, you get to choose your staff member. We will provide you with candidates that match your requirement to conduct video interviews.

**It is extremely important for you to be a part of this process as it is your business. This means the new team member needs to fit in with your team and office internal culture.**

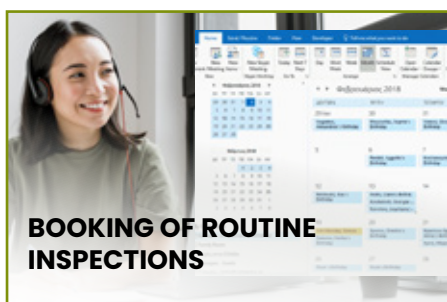
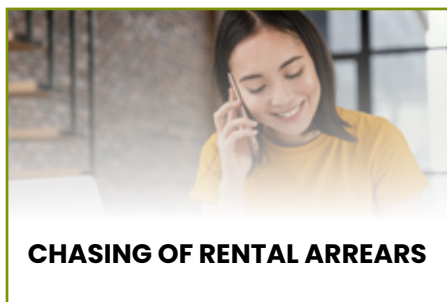
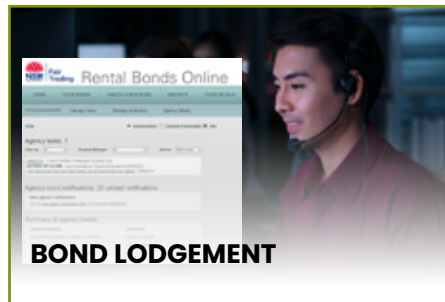
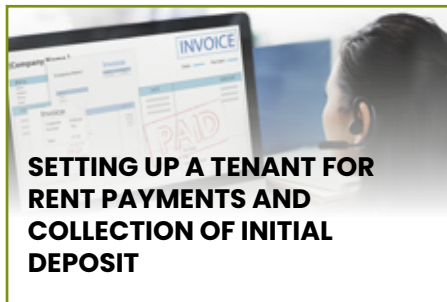


# WHAT TASKS SHOULD I OUTSOURCE FOR PROPERTY MANAGEMENT?





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# WHAT TASKS SHOULD I OUTSOURCE FOR REAL ESTATE SALES?



**ASSISTING AGENT WITH PROSPECTING**



**MANAGING THE DATABASE**



**BOOKINGS OF THE LISTING APPOINTMENTS**



**CREATING CMA'S AND PRESLIST KITS**



**PROCESSING THE LISTING AGREEMENT**



**FILING OF DOCS IN CRM AND CLOUD STORAGE**



**INVOICING FOR MARKETING**



**FACILITATING MARKETING REQUIREMENTS**



**TAKING THE LISTING LIVE**



**JUST LISTED SOCIAL MEDIA AND EDM CAMPAIGNS**



**TAKING AND RESPONDING TO PROPERTY INQUIRIES**



**SCHEDULING OPEN HOMES AND INSPECTIONS**



**CREATING CONTRACTS**



**PROCESSING CONTRACTS AND OFFERS**



**INVOICING FOR DEPOSITS**



# WHAT TASKS SHOULD I OUTSOURCE FOR REAL ESTATE SALES?







# WHAT IF YOU DON'T THINK YOU HAVE ENOUGH WORK FOR YOUR VIRTUAL ASSISTANT?

We come across this a lot and we have many suggestions of some things you can add to the list of normal admin tasks.

These additional tasks will add serious value to your business and keep them busy if they are not occupied.

# ONLINE REPUTATION MANAGEMENT

When was the last time you made a push to get more reviews on Google, Facebook, and RateMyAgent?

It is quite an easy thing to outsource to your **virtual assistant**. Firstly, go back through all **purchasers, happy tenants, landlords, and sellers**. Once they have gone through and got you up to date, you can **implement it as a part of your process so that every time you successfully lease or sell a home, this becomes the norm**.



**What would it do for you if you had 100+ reviews across all platforms?**

People check reviews, mainly on Google and Facebook, before deciding to do business with you.



*"Very professional and staff are well trained in all things Real Estate. I have been using Shore Agents now for a couple of years, and would highly recommend them for the stuff agents don't like doing and making the process so automated and reporting is second to none!"*

**- Mike Hillsdon** | Real Estate Chatbots



# LINKEDIN PAGE AND CONNECTION BUILDING



LinkedIn is number one for business. You must make sure you have a good following on LinkedIn on your page. It should be a mix of professionals and other business owners. Everyone is interested in real estate.

**Get your VA to build your connection first in your local area. Get them to list all the local businesses and connect you to that business owner.**

Secondly, they can then connect you to professionals related to Real Estate in your area, like mortgage brokers, conveyancers, photographers, building and pest inspectors, and so on.

Once you have them as a connection, you can invite 100 people per month directly to your company page. What you post on your page is up to you. However, it will now get you more eyeballs than ever if you follow this suggestion.





## GUEST POST OUTREACH

All of the local businesses added to the list also have a website. Almost all of these will have a blog. If you can write an article that they accept on their blogs with backlinks back to your website, Google will see your website as one with authority. It means you will increase your rankings.

**Have your VA reach out to this business to see if you can submit content. However easy but time-consuming.**

Ask us more about our **Real Estate VA Cheatsheet** with many more ideas for your VA to implement on your behalf!

# HOW MUCH DOES IT COST?



Full-time Roles Monthly Cost	
ROLE	MONTHLY COST AUD
Property Management Backoffice	\$ 1650
Property Management Finance	\$ 1900
Sales Admin	\$ 1650
Sales Marketing	\$ 1750
Bookkeeper	\$ 1850
Accountant	\$ 2460
Marketing Coordinator	\$ 2020
SEO	\$ 2020
Social Media	\$ 2020
Graphic Design	\$ 2020
Web Developer	\$ 2170

These costings are based on actual roles recently placed. There can be some variance however this will give you a pretty good idea.

# IF I SAY YES WHAT DOES IT LOOK LIKE FROM THERE?



## TALK TO THE TEAM

**Are you interested in  
supercharging your  
business?**

## GET IN TOUCH AND CHAT!

+614 888 562 44

send **SMS** now