



ROCKET STATION
VIRTUAL STAFFING

Great Process + Great People = Great Results



THE SECRET GUIDE

HOW ROCKET STATION TRAINS AND HIRES THE BEST REAL ESTATE VA'S

WHAT'S INSIDE: The secrets to finding, hiring and training the best real estate Virtual Assistants. Find out EXACTLY how Rocket Station hires 1000's of real estate trained VA's, helping their clients 10X their businesses

Table of Contents

INTRODUCTION TO A SUCCESSFUL VA HIRING PROCESS

02

PART 1: VIRTUAL ASSISTANT BASICS

04

What is a Virtual Assistant?

04

Who needs a Virtual Assistant?

08

Types of Virtual Assistant

12

How Can Outsourcing Help You?

16

How Much Does a Virtual Assistant Cost?

18

Virtual Assistants vs. In-House Employees

20

PART 2: HOW AND WHERE TO FIND GREAT VAS

22

Skills You Want to look for in a VA

24

Factors You Need to Consider When Hiring a VA

25

How to Write Your Job Description

25

PART 3: HOW TO HIRE A VIRTUAL ASSISTANT

27

The Recruitment and Screening Process

27

Background Screening and Verification

28

Skill Assessment and Evaluation

30

System Check

31

Software set up

32

PART 4: HOW TO TRAIN YOUR VA

33

Training Checklist

33

VA Certifications

34

Process Documentation

35

Table of Contents

PART 5: MANAGING YOUR VA	36
Tools of the Trade	36
How to Pay Your VA	38
HOW CAN ROCKET STATION HELP?	39
OUR 3 KEY POINTS YOU CAN COUNT ON WITH ROCKET STATION	40
WHAT'S NEXT IF YOU WANT TO HIRE A VA?	42

THE SECRET GUIDE

TO HOW ROCKET STATION HIRES AND TRAINS THE BEST REAL ESTATE VA'S

The real estate and property management industries are among the most lucrative industries in the US. It's also one of the most competitive. In recent years, virtual assistants (VA's) have revolutionized how these industries operate day-to-day.

Thanks to these virtual professionals, real estate agencies, real estate investors, property management firms and even home service companies can maintain their high quality standards while increasing efficiency and lowering overhead costs. This is especially beneficial for smaller businesses that need all the help they can get in order to compete with larger companies.

Virtual assistants are a powerful tool in helping you focus on growing your business while taking care of the nuts and bolts. They're so powerful they've even been making it into the press, with mainstream news media outlets from the New York Times to the Guardian singing their praises.

But what are virtual assistants? How do you use them, and where can you find the best ones? We'll answer all those questions and more in this guide.



Introduction To A Successful VA Hiring Process

The first step in building a team should be to map out your processes.

This is what we call the “blueprint” of your business and it’s the first thing you need to work on before you hire anyone. This helps you define which tasks are essential for your team and which ones aren’t. Clearly defining roles and clarifying job scopes are crucial in ensuring your Virtual team members know what you want them to do, and how you want them to do it. It’s an important part in your overall strategy as a business owner because it will help you with your hiring decisions later on.

You need to know what tasks to delegate, how long they should take and how often they need to be done. This will allow you to create a job description and find someone who can do the job for you.

Mapping your processes will allow you to answer the following questions:

- 1** *What are the different areas of your business?*
- 2** *What systems & processes need to be in place to support each area?*
- 3** *Who is responsible for each process?*
- 4** *What are the steps involved in each process?*
- 5** *How do you measure success for each role?*

If you don't have this information, then there's a good chance that you'll hire someone based on their resume or experience alone and that's where most businesses fail.

When a company hires without mapping its processes, it's like building a house without a blueprint. The builder might know what he's doing, but there's no guarantee that the house will be built properly. It could be missing key components, it could be built out of order, or it could just end up being an ugly mess.

If you don't have a clear plan in place of what needs to be done and when, things are bound to fall through the cracks. You might miss out on new opportunities, or worse, make mistakes that set your business back even further.

At **Rocket Station** we want to make sure that the entire process is designed around your business, and not just a pre-existing template. Therefore, we take the time to map out the processes that will make each hire successful. We then create custom training materials, step-by-step guides and document all of the steps in-between to make sure your Virtual Team Member has everything they need to succeed.

Hiring virtual team members before mapping out your processes can lead to inconsistent results, high turnover, and overall frustration.



1

Virtual Assistant Basics

What is a Virtual Assistant?

Virtual Assistants are highly-skilled, home-based professionals that offer companies, businesses, entrepreneurs and busy professionals support with a wide range of administrative and specialized tasks. This can range from simple tasks like appointment-setting to more complex ones like creating and running an entire business.

For instance, property management virtual assistants can help you with all of your property management needs. From finding the right tenants to managing rental payments, even filling a role as a maintenance coordinator, they can provide you with the support you need to ensure that all of your properties are being managed in an efficient and effective manner.

Find qualified tenants by managing ads

Screen applicants

Coordinate background checks

Handle your maintenance coordination
(tenant and vendor)

Assist you with managing tenant
leases and ensuring that they are
renewed on time



As a real estate professional, you are well acquainted with the daily tasks and work involved in your profession. Having a virtual assistant on your team is the best way to get all those tasks done, so you can focus on what matters most: growing your business.

Despite the myriad of benefits a Virtual Assistant can bring to your business, there are a lot of myths and misconceptions revolving around VA's. One of these being that the VA space is a third-world industry, which has led many to question and doubt the competency in terms of what they can and cannot do.

It is true that virtual assistants can be hired from countries with a lower cost of living and therefore provide the same results at a lower cost.

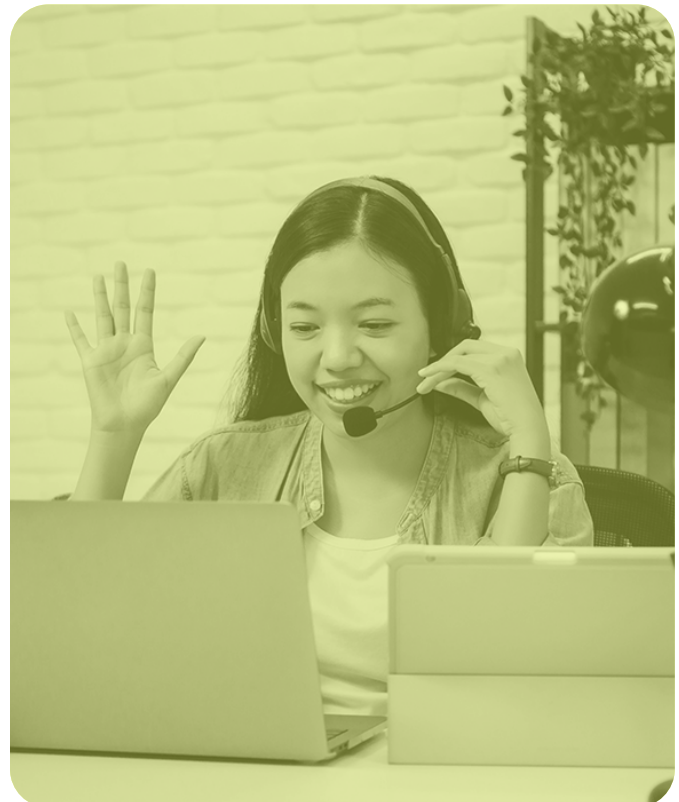
However, this mentality has created a negative stigma on the industry as a whole. It creates the perception that virtual assistants are simply cheap labor and are not qualified to do their job.

The reality is, there are good and bad VA's just as much as there are good and bad in-house employees at any company.

Virtual assistants are a growing industry, one of the fastest growing industries in both the US and UK. Some of the best virtual assistants come from third world countries where the cost of living is much less than the United States or Europe. The VA's that come from these countries are more affordable, and many of which are highly-trained and certified. As a result, businesses can get quality workforce at an affordable price.

MYTH:
VA's are a third-world industry

This is simply not true.



There are many extremely talented, highly-educated and very dedicated individuals in the Philippines who choose to work as virtual assistants because they enjoy helping people and businesses grow.

The Philippines has one of the most adaptable and flexible workforces you will ever meet. Their economy is mainly influenced by Filipino overseas workers who often live abroad.

English is the primary spoken language in dealing and they are very accustomed to working with customers/clients from English-speaking countries.

They also tend to be patient and willing to learn new skills in order to provide better service to their employers

In addition, The Philippines has a relatively high level of academic education with one of the highest rates of college graduates per capita in Asia. The literacy rate for Filipinos ages 15 and above is about 93%!



Thus, it is with no surprise that many of these professionals are constantly being sought out and hired by multinational companies. For example:



JP Morgan Chase

One of the largest banking institutions in the world, has outsourced to the Philippines for over a decade now.



Amazon

The global leader in e-commerce, has also decided to outsource its customer service department.



Google

Recently opened a new customer service center in the Philippines, marking the first time it has outsourced customer service to a foreign country.



Aside from these, there are also others such as **American Express**, **Uber**, and **AT&T** that have hundreds of thousands of jobs in the Philippines.

So who could benefit from the use of these virtual professionals?

Who Needs A Virtual Assistant?

Some people assume that virtual assistants are only for big companies with huge budgets like Google. That's just not true. VA's are now used by businesses of all sizes. They are becoming increasingly popular for small mom-and-pop operations and medium-sized enterprises, as well as freelancers and entrepreneurs.



EVERYONE



REAL ESTATE INVESTMENT



RETAIL REAL ESTATE



REAL ESTATE SERVICE PROVIDERS



PROPERTY MANAGEMENT



FINANCE



TECH SUPPORT



SALES AND MARKETING



CUSTOMER SERVICE



HEALTHCARE & MEDICINE

Who can benefit from hiring virtual assistants in the real estate industry:

Property Management Companies

Managing a property is a lot of work that can quickly become overwhelming if you don't get help. With virtual assistants, you can have someone to help you manage your properties while you worry about the important parts of your business. Property management is perfect for a virtual workforce; process driven operations on specific timelines. You can have VA's take care of many different aspects of your property management business such as:

- Managing lease paperwork and rental applications
- Collecting rent from tenants
- Responding to tenant complaints
- Scheduling maintenance on properties
- Sending reminders for lease renewals



Real Estate Investors

Because they often buy and sell many properties at one time, this type of professional has many responsibilities that a virtual assistant can take care of for them. For example, a virtual assistant can help by:

- Prospecting for potential properties via cold-calling/SMS/RVM.
- Helping you have more consistent follow-ups with your leads
- Managing data and databases, uploading skip traced lists into marketing tools
- Due diligence/ARV research on prospective deals
- Assisting with scheduling showings for the properties
- Communicating with property owners or sellers about contracts or offers
- Marketing properties under contract for sale



Real Estate Agents and Brokers

The nature of the real estate business is very time-consuming. An agent or broker is constantly at work, whether they are out showing listings to clients, hosting open houses, or doing research on industry trends. 74% of agents say they spend more than $\frac{3}{4}$ of their week handling administrative work, rather than being out in front of clients. While these responsibilities keep them busy, they also have administrative duties to tend to as well. The good news is that Virtual Assistants can take care of many tasks such as:

- Managing your schedule and calendar
- Setting up appointments with clients
- Calling and emailing leads
- Creating presentations
- Sending out marketing mailers
- Conducting market research
- Social media management



Real Estate Home Service Providers

Home service providers such as contractors, plumbers, electricians, and home inspectors work hard to keep up with all their client's requests. It is hard enough to stay connected to all of your customers without having to worry about how you are going to get everything done in a day. With a virtual assistant on your team, you will be able to get things done faster and more efficiently. Here are some ways a virtual assistant can help:

- Keep up with current clients and ensure you manage relationships and consistent outreach
- Schedule appointments and notify customers of any changes as needed
- Answer phone calls from potential customers who have questions about their service needs
- Manage client information and documents
- Manage billing and bookkeeping to ensure bills are paid and fees are collected





As the popularity of virtual assistants grows, the services that these professionals are providing are evolving. VAs are no longer just working for individuals, but for large companies as well.

One industry that is seeing significant growth with regard to VAs is real estate and property management. More often real estate and property management companies are turning to VAs to help them manage their businesses. This allows the owners and managers of these businesses to concentrate on higher-value activities such as business development or expanding their portfolios with larger investor clients.

Virtual Assistants have been around for decades, but the types of work they are able to take on is becoming more varied as the world goes more digital.

Types Of Virtual Assistant

Virtual assistants handle a multitude of tasks that are crucial to the success of a business. With that said, Virtual Assistance can be broken down into three main categories depending on the tasks required by a business:

General Administrative Virtual Assistants



These individuals perform general administrative tasks such as answering phones, typing correspondence, scheduling appointments, booking travel arrangements, and more. They often have a specific skill set that is needed by one or more clients.

Executive Virtual Assistants



These individuals generally handle more complex administrative tasks such as preparing presentations and reports for executives as well as assisting with budgeting and forecasting activities. Their work usually requires them to attend meetings on behalf of their manager or director.

Specialized Virtual Assistants



These individuals specialize in providing support for a specific task or function, such as property management coordinator, maintenance coordinator, etc. They may also provide specialized training services for clients who need help implementing new technology or software.

There are a number of different roles a virtual assistant can specialize in. You might find that one virtual assistant can perform many roles, or you may decide to put together a team of assistants with different skillsets. Here are some job roles and responsibilities they can take on:

✓ Admin Assistant

This is the most general position, but it can encompass just about anything that needs to be done.

✓ Appointment Setter

These VAs are responsible for scheduling appointments at your request.

✓ Assistant Property Manager

A virtual property manager is responsible for the daily operations of rental properties owned by others. The job entails performing several different tasks, including marketing vacant units, screening prospective tenants, preparing leases and collecting rent.

✓ Bookkeeper

Responsible for maintaining books and records related to financial transactions.

✓ Cold Caller

these VAs do nothing but cold calling. If that's what you need done, they're perfect to keep your pipeline full!

✓ Customer Service Support

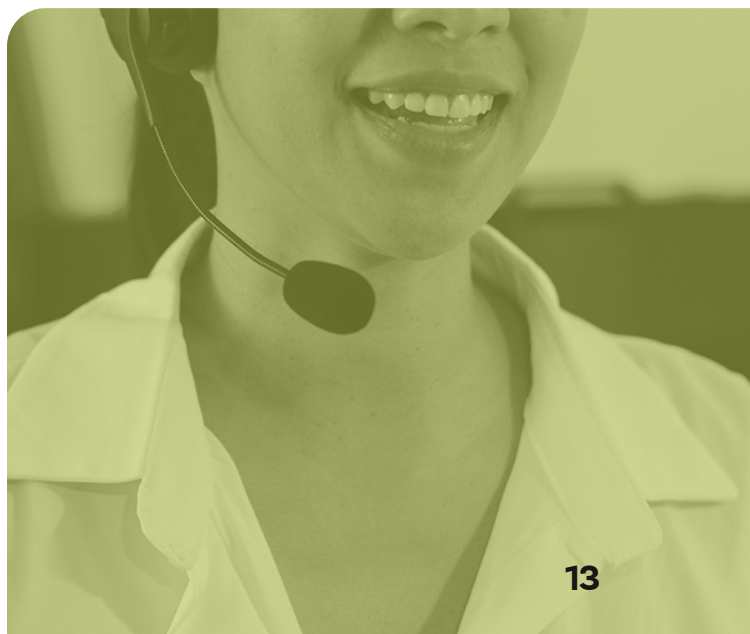
These VAs are responsible for managing customer service interactions with your customers/tenants. They handle refunds, questions, complaints, and more.

✓ Dispositions Coordinator

This VA is involved in selling (or otherwise getting rid of) your properties when it's time to sell them or move on from them.

✓ Executive Assistant

This type of VA provides high-level administrative support, such as managing an executive's calendar, managing files and email, attending meetings in place of the executive, conducting research and writing reports.

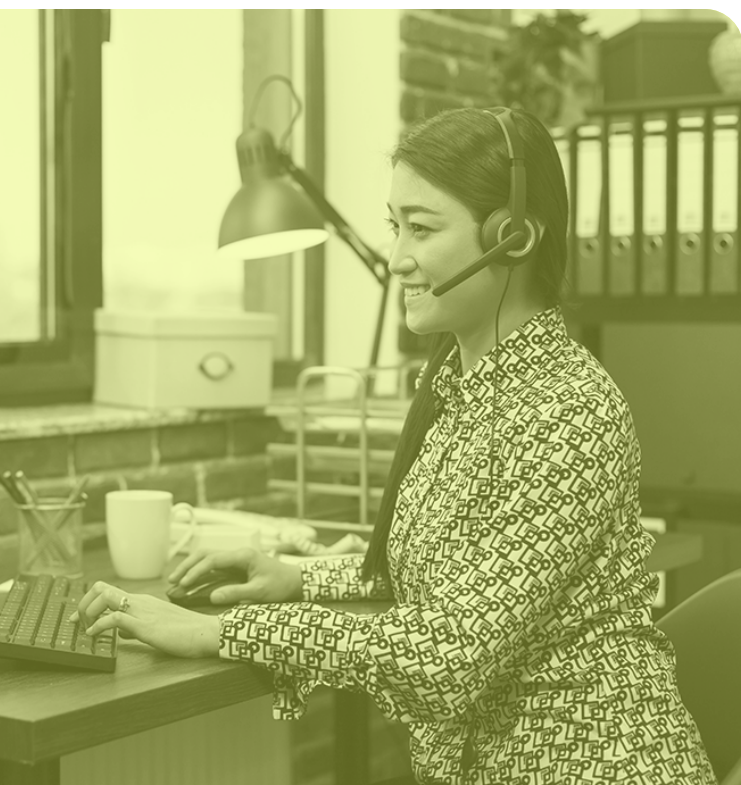


✓ Email Support

This is one of the most common tasks performed by virtual assistants. It involves monitoring a client's email account, answering emails on their behalf and organizing responses so that clients can address them at their convenience. Many also offer email management services, which means they clean up old messages, unsubscribe to junk mail, respond to ongoing correspondence and more.

✓ Inbound Caller

A VA might do customer service by handling incoming calls during hours when a company is closed or understaffed. For example, a VA might handle calls from tenants who have billing questions or need maintenance assistance.



✓ Invoicing Coordinator

VA's in this position handle invoicing and collections. Tasks include sending invoices, tracking payments, following up with clients/tenants who haven't paid on time and reporting late payments to credit agencies/property managers.

✓ Land Flipping Coordinator

VA's will work directly with clients to learn the details of their projects, and then manage the actual "flips" for them. VA's will be responsible for:

- Tracking the progress of each project
- Keeping the client informed about its status
- And adjusting your strategy along the way to make sure it stays on track.

This might also mean finding a new contractor if one isn't available, or adjusting the timeline when unforeseen circumstances arise.

✓ Lead Generation

These virtual professionals use their online expertise to reach clients wherever they are, whether that's social media or search engines. By engaging with potential clients in their natural habitat, digital marketers can build relationships and trust with prospects who might not otherwise have known about your business.

✓ Lead Manager

A virtual lead manager is a person who generates and qualifies leads. They are the gatekeepers of your sales funnel. It is their task to ensure that the lead that you get is of high quality and make sure that your leads are converted into paying customers. Their job often entails cold calling and emailing prospective clients, but it also carries with it some administrative responsibilities.

✓ Leasing Coordinator

A virtual leasing Coordinator's responsibilities include greeting potential residents, answering questions about the interested rental unit, providing virtual leasing tours, and signing leases. They are also able to accurately identify a residents' needs and recommend the appropriate property type (apartment, condos etc)

✓ Maintenance Coordinator

VA's will handle and be responsible for planning and scheduling all routine inspections, preventive maintenance, and installation of equipment. They will also be knowledgeable in the jobs of departmental technicians so that they can accurately schedule their work.

✓ Marketing Admin

Virtual marketing admins will be responsible for managing the day-to-day operations of your marketing department which include:

- Managing social media accounts like Twitter, Facebook and Instagram
- Creating marketing materials including brochures and flyers
- Email marketing campaigns
- Creating video content for YouTube and other video sharing sites
- Website content management

✓ Onboarding Coordinator

VA's will be responsible for all aspects of the new hire process. This includes scheduling, coordinating and conducting new hire orientation, maintaining and updating all onboarding materials, tracking and timely reporting of metrics, facilitating new hire classroom training, and creating and maintaining onboarding reports.

✓ Outbound caller

VA's will be responsible for all calls to prospective or existing customers to offer new products or services, follow up after sales, obtain customer feedback, or collect debt.

How Can Outsourcing Help You?

Think about what you have to do every day as a real estate professional.

Ask yourself these questions:

- 1** *How many properties do you manage?*
- 2** *How many tasks do you have to take care of each day?*
- 3** *And how much time do you actually spend managing properties?*

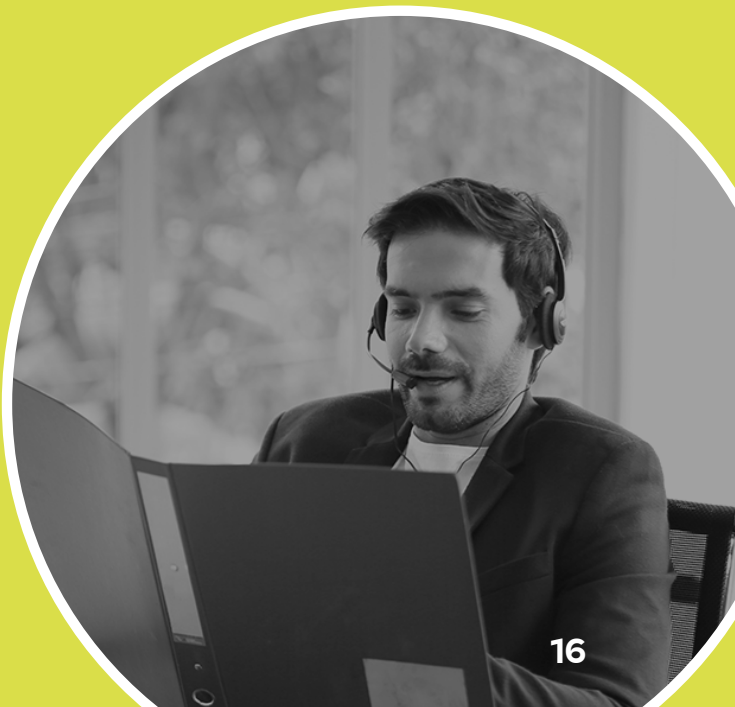
I'm sure if we counted up the number of hours that we spend each week on our jobs, they would be impressive, but how much time do we spend doing those actual tasks that make us money?

If you're like most people in this industry, you probably spend a lot of your time doing things that don't directly generate income for your business – things like paperwork, emailing documents back and forth with clients or tenants, and other administrative tasks.

You might also find yourself spending lots of time on the phone with clients who are trying to get in touch with you about their property.

All of these things are necessary for the smooth running of your business – but they aren't really making you any money. They're just draining your energy and taking your time away.

VA's can perform a multitude of real estate and property management tasks in a fraction of the time and at a lower cost than in-house employees. They are overall a great way to expand your company without having to take on additional overhead.



Detailed benefits of outsourcing to virtual assistants include the following:



Save Time

When you hire a virtual assistant, you're hiring someone else to do the work for you. You don't have to spend your time and energy doing tasks that aren't necessary for your business. Use your extra time to focus on other aspects of your company and grow it into something bigger than before!



Reduce Overhead Costs

By hiring virtual assistants instead of full-time employees, you can reduce overhead costs like computer equipment, office space, electricity, and more by 67%. This means more money in your pocket at the end of the day!



Reduce Stress Levels

When you outsource tasks, it leaves more room in your schedule for things that really matter – like family, friends, or hobbies! This will make you happier overall because there is less stress involved when delegating tasks like emailing clients or scheduling appointments.



Better Focus On Core Competencies

One of the biggest benefits of outsourcing to virtual assistants is that it allows entrepreneurs to delegate the repetitive or non-core tasks to professionals, allowing you to focus your energy on the core competency of you/your business.

How Much Does a Virtual Assistant Cost?

The cost of hiring a virtual assistant depends on several factors, including location, what services you need, and skills and experience.

Here are some things to take into account:

Location.

Which country is the VA outsourced from plays a huge factor, consider these 2 examples:

- A Virtual Assistant located in the US or UK will usually charge \$35-\$75 an hour since living expenses are higher there than in other parts of the world.
- A Virtual Assistant located in India or the Philippines usually charges \$7-\$15 an hour since living expenses are much lower there than in other parts of the world.

\$35-\$75

**US or UK
Virtual Assistant**

VS.

\$7-\$15

**Philippines or India
Virtual Assistant**



How Much Does a Virtual Assistant Cost?

Skill Level and Experience.

A VA who has been in business for many years will likely charge more than a newbie who's just starting out. Also, the type of work tasks you give them can affect their rate – a simple data entry job will pay less than copywriting, for example.

Number of Work Hours.

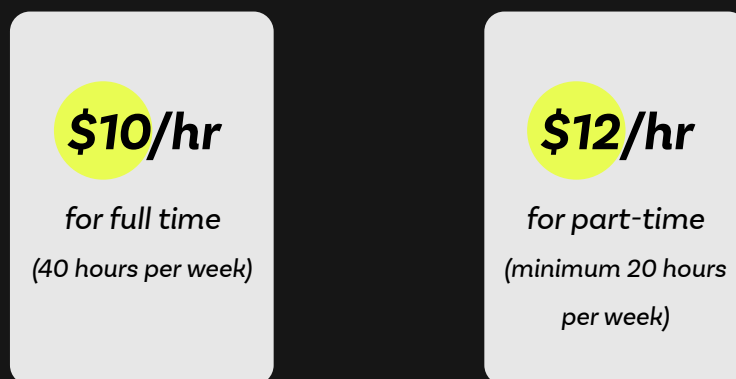
The time they will spend working for you. Most virtual assistants charge an hourly rate or a monthly rate for a set number of hours. Some may even offer a fixed rate for specific tasks that can be completed in a predictable amount of time.

At **Rocket Station** we do things a little different. Our mission is to provide high quality virtual assistants at affordable rates. Thus,

Our VA all hold



In addition, **Rocket Station** a flat fee rate competitively priced at:



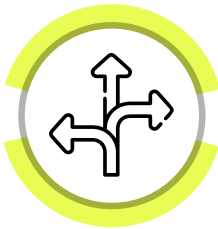
It's a one-stop shop platform for professional virtual assistants.

Virtual Assistants vs. In-House Employees

Small businesses are often faced with the dilemma of whether they should hire in-house employees or if they should outsource some of their business functions. Outsourcing can be an attractive option because it allows small business owners to grow their companies without worrying about whether they have the resources to support more in-house employees.

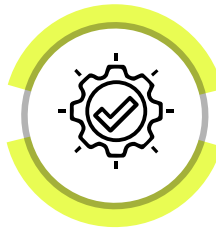
So, if you've ever wondered why you should hire virtual assistants over local employees, the answer is simple.

VA's Have The Advantage Of



Flexibility

Because they work virtually, they can work from anywhere in the world with an internet connection. You may even find that some jobs can be done faster or better because someone living in another country has different skills than someone living in your area.



Availability

Virtual assistants are typically available at odd hours – even though they may live in another country or another part of the United States with a completely different time zone. This is great if you want to get things done while you sleep or spend time with family.



Efficiency

Virtual assistants work depending on your requirements i.e. part-time, full-time, project-based, and even per hour. This means they work fast to complete projects because it's not in their best interest to drag out the work day or week by spending too much time on unnecessary tasks. Additionally, they're experienced at multitasking and can often handle two or three projects at once – something that would be more difficult for an entry-level local worker who is new to your business.



The virtual assistant business has been growing steadily for years. In fact, almost half of all small businesses in the US now use some form of virtual assistant services. Thus, other than the benefits stated above these here are

3 Main Factors You Should Ask Yourself Before Making Your Decision to Outsource or Not

1 *How many hours will your assistant work?*

Think about how much time it would take for someone to complete tasks like bookkeeping, customer service and raising maintenance tickets. If it's only a few hours each week, it may not be worth hiring someone full-time. But if it's full-time work, it's cheaper to hire a VA rather than getting an in-house employee.

2 *What kind of skills do you need?*

If you're looking for specific expertise (like a bookkeeper who is also proficient in Excel), a virtual assistant may be your best bet. Even if you want someone to get familiar with your business and employees, a virtual assistant may be the best option. Virtual employees are typically self-starters who are comfortable working independently and are willing to put in the extra time needed to get to know your company.

3 *How quickly do you need help?*

In most cases, it can take months to hire a new employee – from posting the job listing to training them. It can also cost thousands of dollars on things like recruiting fees and advertising costs. It can take months to hire a new employee – from posting the job listing to training them. Virtual assistants, on the other hand, are available when you need them, and they're ready to get to work immediately. That means that you can have an assistant working for you within hours of signing up – no time wasted on interviews or job postings. As your needs change, you can increase or decrease the number of hours you have at any time.

How & Where To Find Great VAs

VA Website Links

So, you've decided to hire a Virtual Assistant. Now, where do you start? How and where do you find the right person for your company and team? Lets start with the "where". There are many good virtual assistant companies that can provide you with the right virtual assistant for your business or organization such as:

 Upwork

You can find freelance VA's on upwork that can offer a range of services. The popular freelancing websites allows you:

- To post jobs and get proposals from freelancers with skills to match your needs
- Find talent faster by searching through profiles of qualified freelance pros with specific skills
- View verified ratings and reviews from previous clients to make better hiring decisions, including seeing an average score across all freelancers on Upwork

In regards to cost it varies between an average of \$4-35/hour, depending on how specialized the task required is.

If you want to manage your VA yourself, then Upwork is a good choice. You'll have complete control on the entire hiring process and be able to choose from thousands of VAs across the world. However, it will take up more of your time as you'll have to post job descriptions and vet candidates.

 GetMagic

There are more dedicated organizations offering VA solutions such as GetMagic. For \$10/hour, you could get dedicated assistants to work remotely for you on your terms.

Going with a company like GetMagic, they work with you to understand your needs and assign a VA who has the right skills and experience for your business.

However, they do not specialize in property management or the real estate industry. Service providers like these are great for basic administrative functions (calendar management, email management etc).

How & Where To Find Great VAs



ROCKET STATION

Rocket Station

Other than leading the BPO industry, **Rocket Station's** unique selling point is that **Rocket Station** are experts in real estate specifically field. Many VA companies try to be a jack of all trades, but **Rocket Station** has only focused on the needs of the real estate industry since its creation in 2017.

Unlike freelancing platforms, ***you do not have to filter out which VA profile works for you. Rocket Station handles all of the prescreening and training*** as well as the hiring and management so you don't have to. As mentioned earlier, VA's at **Rocket Station** all have a bachelor's degree and 5 years of industry experience

\$10/hr

*for full-time
(40 hours per week)*

\$12/hr

*for part-time
(minimum 20 hours
per week)*

Each VA goes through a stringent screening process to be hired. All assistants must complete an interview, real estate-specific training, and background screening before being endorsed into further, real estate industry specific training and evaluation.



Skills You Want To Look For In A VA

When you're looking to hire a virtual assistant, it's important to find someone who can work well with you and your real estate or property management team.

The Most Important Skills To Look For

Excellent Communicator

Any VA you hire will have to communicate with your clients, so excellent verbal and written communication skills are a must.

Self-motivated

If you've hired someone to work remotely, they should be able to take ownership of their job and get things done without constant supervision.

Organized

This is essential for any property management VA because they'll have to manage your calendar, schedule appointments, and keep track of your online accounts.

Tech-savvy

You'll want someone who knows their way around the Internet, computers, and mobile devices. That way, they can help you use technology effectively.

Multitasking

Your VA will often have multiple tasks to handle at once, so they'll need strong multitasking abilities.



Factors you need to consider when hiring a VA

Location

As mentioned above, this could affect the cost of the VA as more developed countries may charge higher costs due to the higher cost of living.

Certifications

The complexity of the task determines the type of VA best suited for the task. With property management, you may require your VA's to have the relevant industry specific certifications needed to ensure the quality of work delivered meets the minimum expectations.

Personality

As virtual assistants are extensions of your business family and are a part of your team, it's important that the selected virtual assistant fits in with the company culture. This would ensure a better working environment for both parties involved.

How To Write Your Job Description

Writing a good job description is the first step towards making a successful hire. As the first piece of information your candidate will see, it's important to keep in mind that your post will set the tone for your interaction with candidates.

You're not looking for just anyone who happens to be in the market for work. This is a highly specialized role and you want someone who is both qualified and interested in exactly what you have to offer.

But what exactly should you include in your job description? And how do you write it so that it's compelling enough to attract the best candidates?

Start with ideal qualifications and then determine what's negotiable and what's not. If you need someone who has worked in real estate before or has experience handling customer service requests, then you should include that in your post. Don't waste anyone's time if they don't have those qualifications.

How To Write Your Job Description

Here's a list of what must be included in your job description

- 1 Be clear about the job title
- 2 Write a short job description about the role
- 3 Explain what the position is responsible for, including the main duties
- 4 List the skills required, both soft and technical
- 5 Add details of the experience needed and qualifications required
- 6 Outline the pay range you are willing to offer

PRO TIP: Make sure to add the following requirements into your job description. And set these as your non-negotiables :

- ✓ Excellent oral and written communication skills in English.
- ✓ Must be highly organized and detail-oriented.
- ✓ Adaptable to change and working in different industries and with different types of customers.
- ✓ Proficient at the following software: Google Docs, Google Sheets, Trello, Slack, Zoom, Dropbox, Acuity Scheduling (or similar), and Stripe (or similar) and any other software you might be using.

These are the basics of what you should expect from your virtual assistant. You'll be surprised just how many of them can surpass many of your requirements.

You can post job ads on your company website, but there are also several websites that specialize in helping people find virtual assistants. You may have better luck at one of those sites, since your ad might be lost among all the other job postings.

How To Hire A Virtual Assistant

The Recruitment and Screening Process

The recruitment and screening process is similar to hiring a full-time employee.

Once you've received applications, it's important that you take all candidates seriously. Even if they don't seem qualified at first glance, there may be potential there that isn't reflected in their resume alone.

The best way to screen potential candidates is to set up a screening process that allows you to get a feel for the person you are hiring. This can be done over the phone or even via Skype.

Here is an outline of how I do my initial screening:



STEP 01

Read through their profile. This gives a good idea about what the person does and what they are capable of. Look for any red flags in their profile description, and whether they have taken time to present themselves well. A poorly written profile makes me wonder if this person would treat your business with the care it deserves.

STEP 02

Review their work history. Look at how many jobs they have completed and feedback from previous clients. If there are no jobs in their portfolio, contact them for samples of their work, or examples of previous projects they have completed.



STEP 03

Check their LinkedIn profile if applicable. Look to see if they have recommendations and a good track record.

After you've compiled a list of potential virtual assistants, it's time to start interviewing them.

Candidate Resume Screening

Here are 10 Interview Questions to ask your virtual candidates:

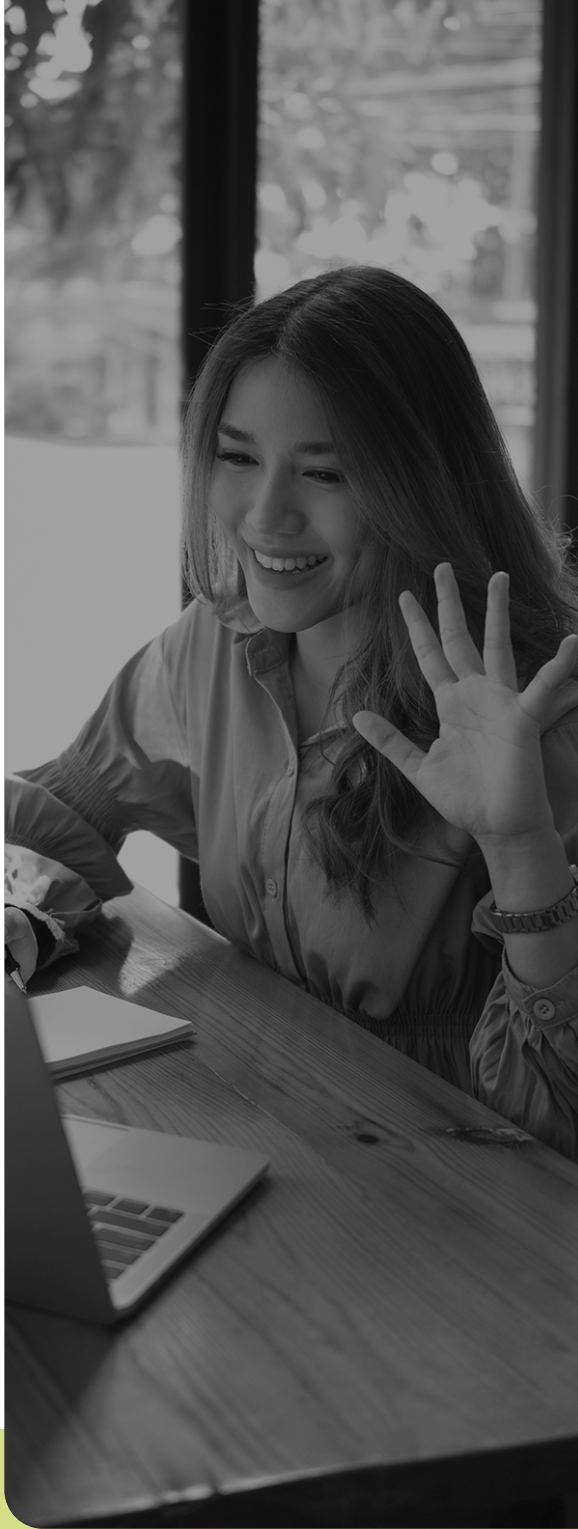
- Do you have any real estate or property management experience? (or the industry you are hiring for)
- What do you like most about being a Virtual Assistant?
- Tell me about a few of your past clients. What were they like, and why did they hire you?
- What areas or industries do you specialize in and have worked with before?
- What software and technology are you proficient with?
- How do you prioritize multiple tasks?
- What kind of work are you most interested in doing as an assistant?
- Tell me about yourself?
- Why are you interested in this job?
- What do you know about us?

You should screen your virtual assistant just as you would screen an in-house employee. This is extremely important, as you will be trusting your virtual assistant with the most crucial aspects of your business.

Background Screening and Verification

When hiring any employee (in-house or not), you can never be too careful. As with any other job, there is always the potential for risk. Vetting your candidates thoroughly is one of the best ways to avoid putting yourself or your business at risk.

You'll need to know whether or not your candidate has the right experience for the job, but you'll also need to know if they have any history of legal trouble or infractions. It can help you find out if a person has a criminal record or if they've ever been accused of misconduct before using public records searches and online databases.



Here are examples of some of the most common types of background checks:



Criminal Background Check

A criminal background check will show arrests and convictions, as well as any incarceration records. Past criminal activity will show up on the report depending upon what the background check company was able to find. Some companies may require a credit check if you handle money or have access to bank accounts.



Employment Verification

Employment history is confirmed with past employers unless the candidate authorizes release of information to the public. This type of check helps ensure candidates have the experience they say they have.



Education Verification

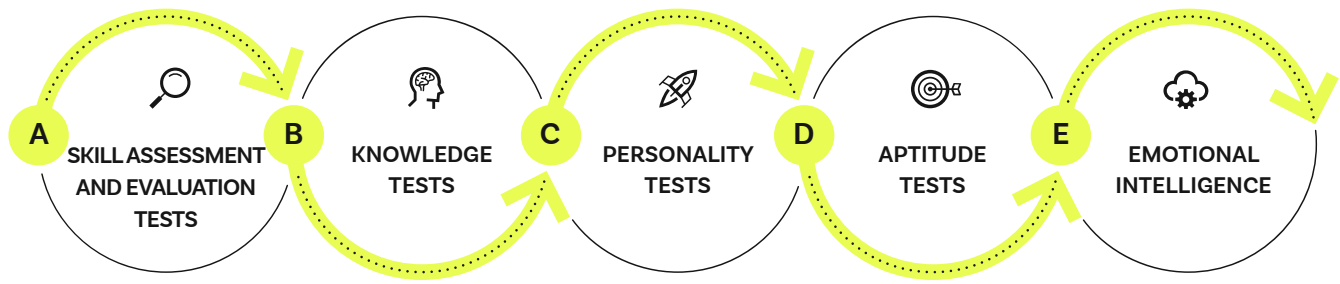
To verify that a candidate has graduated from the school(s) listed on his/her resume, a third-party source is used to confirm graduation status and degrees earned.

At the very least, you will want to perform a background check and some level of verification on your candidates.

This will help ensure that they are who they say they are and that you can trust them with access to your business and its data.

Skill Assessment and Evaluation

There are various reasons why employers use assessment tests and evaluation tests. Here are the different types of tests that can be administered to your virtual assistants to determine various characteristics:



A Skill Assessment & Evaluation Tests

Are given to determine the candidate's skill level. These tests can be either written or verbal tests.

B Knowledge Tests

Are used by employers to assess the knowledge of their candidates in a particular subject, such as accounting, finance, programming, real estate etc.

C Personality Tests

Are used by employers to evaluate the behavioural traits of their candidates. These tests help employers determine whether a candidate would fit well in their company culture.

D Aptitude Tests

Are used by employers to test the job-relevant skills of a candidate. Aptitude tests may be multiple-choice or task-based and measure skills such as creativity, critical thinking and problem solving, among others.

E Emotional intelligence (EI) or emotional quotient (EQ) Tests

Measure the ability of a candidate to cope with challenging situations at work.

These types of assessments can be given at any point in the hiring process, from the initial screening questions to after a conditional job offer has been made.

Though there are many reasons that employers give skills assessments, they are usually given to:

- Reduce turnover rates
- Increase productivity
- And ensure candidates are qualified

Most employers will give candidates sample tests before they hire them so they know what to expect when it comes time to take an official skills assessment test.

System Check

The most important thing when hiring virtual assistants is to do a System Check. This is because you need to make sure that they have the right environment to be able to function well and do their daily tasks. This check includes:



Computer Processor

At least i3 (for both primary and backup computers)



Computer Memory/RAM

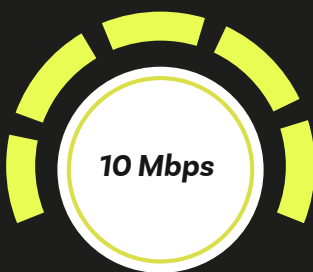
At least 8.00 GB (for both primary and backup computers)



Computer Operating System

At least Windows 7 64-bit

Internet Speed



Primary Connection: Running on a 10 Mbps wired plan (above 10mbps preferred)

Back-up Connection: Running at least 10 Mbps

Before you hire virtual assistants, make sure they have access to all the necessary tools, and software programs. This way, they can easily connect with you.

Software Set Up

Software programs like Zoom, Skype and Google Hangouts have made it easier to connect virtual assistants with businesses who prefer to do their business via the web. You can start a conversation with a virtual worker, send your instructions and, in a few clicks, have them perform the task you've requested.

Make sure any other required software can be or is already downloaded in their system. You also don't want to spend time training them on how to use basic programs, so make sure they already know how to use what needs to be used. For specific management softwares your company can quickly train VA's just as you would any other in-house employee.

Once you've got them all on board, it's time for onboarding!



4

How To Train Your VA

Training Checklist

The steps below is the best way to ensure that your Virtual Assistant gets off on the right foot and is productive from day one:



Share your business plan

Your VA should understand your goals, so they know what to do and how to execute it.



Share your expectations for performance and process

Your VA will need to know about these things, such as:

Timelines

How long should a task take? How long does an average workday last? How much communication is acceptable?

Reporting

What type of reporting is required?
What does it look like?

Productivity

How much work is expected of them every month, week, or day? Is there a goal that needs to be hit?

Processes

What are the details of their job? Will they have a specific process or routine they follow each day, week or month?



Share your values

Your VA should understand your brand's identity and culture, which includes how you want to treat each customer and how you want to be perceived by the public.



Provide access to all tools and resources they'll need

These might include company software, logins, databases, files, and other information vital for them to do their job correctly.

Be open and available for questions during the training period. It's important to remember that they'll need some time and guidance before they start working independently just like a regular employee at your office, if not better.

VA Certifications

A virtual assistant is similar to an executive assistant, except the former works remotely. A job as a virtual assistant typically involves a variety of administrative duties, such as managing email accounts and scheduling meetings. Some employers prefer candidates who have completed associate's degrees in office administration or business management.

An Executive Assistant Certificate can mean different things depending on the institution that is awarding the certificate. Typically, these certificates are developed for those who already have a two-year degree or higher in a related field and are seeking additional professional development or training in order to work more effectively as an executive assistant.

More specialized VA's such as for property management may require additional certifications and training in order to provide quality services. Aside from the aforementioned executive assistant certificate, they may also require industry-specific certifications such as Property Management or Bookkeeping certifications.



Process Documentation

Process documentation is the description of how a task is performed, who performs it and how often. This involves breaking a process down into the individual steps that are necessary to complete it and making the task descriptions as clear and detailed as possible.

Here are the two major benefits of why you and your company need this:



- ✓ Creating process documentation for your business is an invaluable way to improve efficiency and employee onboarding.
- ✓ Helps new employees learn their roles more quickly, while also helping to boost productivity among your existing staff.
- ✓ Process documentation also allows you to take a step back from the day-to-day operations of your business and examine how you can improve processes, increase employee accountability and reduce wasted time.

It's no secret that effective documentation is critical to the success of any business. This is especially true for those that depend on a remote workforce, as quality process documentation will often determine the quality of work output.

Managing Your VA

Tools of the Trade

When you're managing a virtual team, you can't just walk down the hall to talk things over with your employees. It's a different kind of job — and it requires some different tools.

You'll need software to manage your employees, so that they can easily communicate with you and each other. *You'll also want to consider some other key items:*



Communication Tools

How will your virtual team communicate? FaceTime, Skype, Slack — all of these are popular options in the workplace, at least for internal communications.



Collaboration Tools

Since there isn't a centralized office space where everyone can meet up, it's important to have collaboration tools that make it easy for people to work together and share files. Google Drive and Dropbox are two popular choices here.



Time-Tracking Software and Productivity Apps

If you're managing remote employees who don't sit in an office all day, it's hard to keep track of their hours worked! Time-tracking software like TSheets or Harvest can help with this problem. Likewise, productivity apps like Todoist or Wunderlist can help make sure everyone is working efficiently (and not just watching Netflix all day).

There are many tools available to assist real estate and property owners or managers of any size.

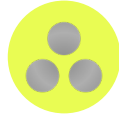
Here's a look at some of the top tools used in the industry:



Monday.com



Trello



Asana



Process Street

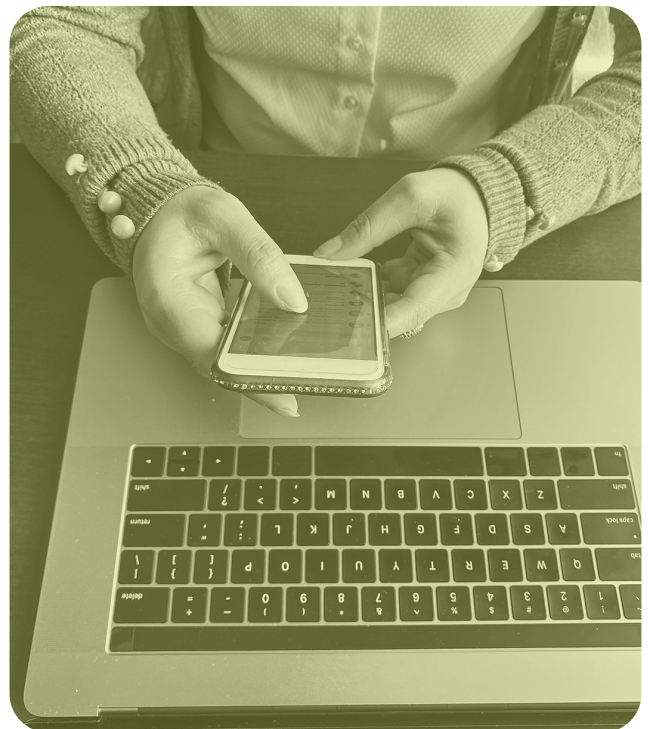


Time tracking
software
(Time Doctor)

Instituting a start of the day and end of the day reports you ensure you are always in tune with:

- What your team is working on
- What they need help with
- And what is still pending or needed.

By utilizing your internal CRMs you are able to efficiently track task productivity and work completion.



How To Pay Your VA

There are a variety of ways to pay virtual assistants. Many virtual assistants prefer to accept payment via PayPal or other online payment systems. If you're just starting to hire virtual assistants, paying them up-front is the best way to build trust quickly. With time, you may be able to develop a relationship where you can pay them after the work is done.

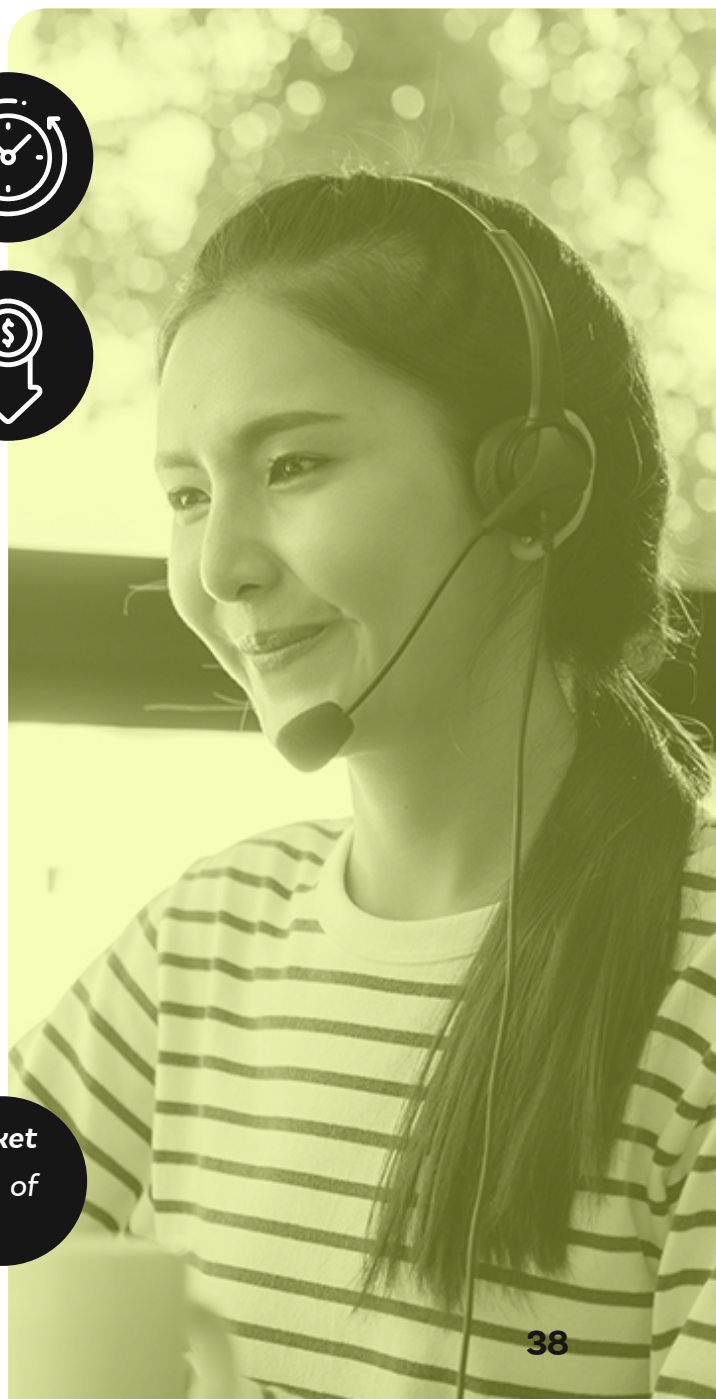
As with any other employee in any other position of employment, it's critical that your virtual assistant understands what compensation is expected of them and when it will be provided. In addition, if there are any changes in compensation – *whether increases or decreases* – *make sure that everyone is aware of these changes.*

Whether your real estate business caters to the general public or VIPs, a common, seemingly inescapable problem faced by both is figuring out how to **save time and costs** without sacrificing customer satisfaction

A common, seemingly inescapable problem faced by most real estate businesses is figuring out how to **save time and costs** without sacrificing customer satisfaction.

It can be a vicious cycle. Efforts to save time often require additional resources, which tends to come at a high cost (especially if we're talking about finding the right resources). ***Efforts to save costs, on the other hand, often means more time-consuming work. Where does it end? Does it have to be one or the other?***

No, it does not! This dilemma is the exact problem Rocket Station aims to solve through its hiring and training of virtual assistants.



How Can Rocket Station Help?

Rocket Station's virtual assistant services empower real estate businesses (small and large corporations) with a team of highly qualified, skilled and affordable professionals. We take the time to understand your real estate business challenges and provide dedicated team members that deliver results.

Key challenges faced by real estate industry include:



Providing quality service at a reasonable price



Managing multiple listing at once



Shortage of affordable, reliable talent



Scheduling appointments in a way that works for both you and your customers

Lead follow up and Lead management



Keeping track of business expenses and staying on top of bookkeeping



Finding time to focus on core objectives



Our goal is to help you get things done faster and more efficiently. Our virtual assistants can work on any project, from project management and lead generation to customer service rep, scheduling, inbound sales, bookkeeping, social media marketing and more. Our affordable rates for our experienced virtual team members in the industry, coupled with our effective systems and processes to document and streamline your workflow, allow you to affordable hire and grow at the pace you want. By scheduling a discovery call with us, we can help map out every key process in your open position, and connect you with a virtual team member that would suit your company best.

Our 3 Key Points You Can Count On With Rocket Station



A Successful Process

Process, BEFORE people. Most real estate companies make snap hiring decisions and don't set themselves, or their future hire, up for success. Our team at **Rocket Station** works with your team first to define the role, standardize and document all the training and ensure both your company and your hire are clear on the expectations. This gives them the structure they need to succeed in your business and saves you (and your team) the extra workload of training on your own.



The Right People

Our virtual assistants are pre-screened and trained only in real estate to ensure they are able to deliver our world-class standards for our clients. We understand exactly how important it is for you to have a capable and dedicated teammate to help your business thrive. You don't have to do everything yourself anymore. Our team members are your team members. They're fully dedicated to the success of your business so you can expect the same level of commitment from them, if not more, than you would from any other member of your staff. You can now focus on what you do best, because we've got your back.



Affordable Pricing

We specialize in providing virtual assistants for real estate businesses. You can hire as many virtual assistants as needed from us, depending on your needs. With VA outperforming in-office employees by a ratio of 3:1 we are confident that you will be pleasantly surprised by how affordable our virtual assistants are. In fact, when you compare our pricing (USD 10/Hr for full time or USD 12/hr for part-time virtual team members) to the cost of hiring a full-time or part-time in-office employee, you'll see that our prices are just a fraction of the cost. That means 67% more in savings!



Bringing It Together

Focusing solely on real estate, our VA's go through an intensive 6 week training program to prepare them for the role your business needs. By deep diving into your business to better understand what is required, **Rocket Station** creates custom training material for the onboarding process to ensure seamless integration of the Virtual Assistant into their role.

By onboarding **Rocket Station's** VA's as your virtual team members, you not only save money on an additional employee, but also save time by having our experts take care of certain tasks for you. You can focus on building relationships with clients and taking care of their needs without worrying about any other responsibilities.

With our help to document the processes to make each role successful, coupled with the expertise of our virtual assistants, we ensure that you will be able to consistently deliver world-class service at an affordable rate. The end result? Finally grow your business at the pace you want.



What's Next If You Want To Hire a VA?



Schedule your discovery call and find out how we can add value to your business! We will help map out the key processes in your open position, helping you select the perfect VA for your needs.

discovery.rocketstation.com



After discovery, we act as your virtual HR department, connecting you with our world-class talent who will be well-equipped with the skills you need to succeed.



Sit back and relax while we keep track of your new virtual assistant and ensure they are delivering on the key benchmarks set for your success metrics.

That's it!

Schedule your free discovery call here

discovery.rocketstation.com

