

TOP 5 REASONS

a Real Estate Agent
Would Benefit from
a Virtual Assistant

OR, HOW ABOUT A *TEAM* OF THEM?

We are
Working



If it was all just beautiful homes and making dreams come true, we'd all be doing it.

But, as you know, real estate is more complicated than that. In reality, it's a career brimming with busy work and extremely busy schedules.

For a majority of real estate agents, most of their time is actually spent doing office tasks. In a survey conducted by Placester, they found that **"58% of agents said they spent most of their work hours at the office."** But, good news, you can now jump into the elite group of agents focused on bigger-picture items by hiring a team of affordable virtual assistants trained in real estate task-work.

Here are the top 5 tasks you can begin delegating day one when We Are Working for you.





MARKETING & SOCIAL MEDIA

According to the Placester survey, out “of all the activities and practices agents spend time on, marketing and advertising take[s] the cake. 62% of agents said they devote at least an hour a day to marketing themselves and their listings.” An hour a day, five (OK, realistically, six days a week), 52 weeks a year – it’s a whole lot of hours. In the competitive environment of real estate – where everyone and their mother thinks they understand how it all works – getting the edge is clearly in the marketing. Why else spend so much time on it? You need to differentiate yourself from the countless agents – and wannabe agents.

Marketing isn’t only to *get yourself out there*. More importantly, it highlights what separates you from the others. So, assuming you really are one awesome real estate agent, this is your way of showcasing that. Social media, it goes without saying, is kind of a big deal in this regard. And – great news, real estate agent – it is a skill that can be delegated.

Boost your social media presence with a team of virtual assistants trained in keeping your image present, vital, and constantly *out there*.

Know your skills are being showcased while you focus more on growing your business. Stay on that important call for as long as the client wants, and only work on the things you’re *really* needed for.

Our teams of virtual assistants – recruited, monitored, coached, and trained by a U.S.-based Customer Success Manager – can give you the marketing boost you need on a range of items:

- **Social Media**
- **Company Website**
- **Inventory Promotion**
- **And more...**

Every business is unique, and so would your plan be with us. We’d work together to build out your ideal plan of action to get the marketing edge you need against the competition.

“ 62% of agents said they devote at least an hour a day to marketing themselves and their listings.”





LEAD GENERATION & PROSPECTING

Coming in at number two on the survey, prospecting and lead generation takes up a lot of time out of most real estate agents' days. "60% of agents said they prospect on a daily basis, with more than a quarter (26%) devoting several hours a day to finding new leads."

Save yourself from this grunt work with virtual assistants who will help you understand your market inside and out. Let them report back to you with real, vetted leads. This will help you out two-fold in that you won't be wasting time running down leads at all, and the ones you'll receive from us will be pre-qualified to ensure intent of buying or selling.

Delegate research tasks and stick to high-level activities that will get you closer to closing sales. Receive:

- **Analytics on the local market**
- **Trend research**
- **Vetted lead generation for buyers and sellers**
- **And more...**

With a team of virtual assistants led by a U.S-based Customer Success Manager for as low as \$7 an hour, you'll be able to delegate all your research legwork while simultaneously growing your business. Our goal: make your life easier, and see you make more profit.

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3

BOOKING & CALENDAR MANAGEMENT

You don't work a 9-to-5. It could be why you got into real estate in the first place. Though, as the survey indicated, you still end up stuck with plenty of office tasks (which, if you haven't gotten the hint yet, you should be delegating). Still, the hours you work are generally up to you – you're just going to still have a lot of them.

The third most time-consuming real estate task according to the survey is, unsurprisingly, showings, appointments, and travel. "Half of agents said they spend at least an hour a day offsite or on the road." **If business is going well, your schedule is going to be a mess. In other words, you should be striving for an unrelentingly confusing, impossible-to-keep-track-of, nightmare-fueling schedule that would give any sane human being anxiety.** Once you achieve this (having a ridiculously busy schedule) why not delegate the wild, overgrown maze that is now your life to virtual assistants who will keep your schedule for you? Get assistance with scheduling:

- Meetings & calls
- Showings
- Personal appointments
- And more...

We know: your first thought is, *assistant*, for my *schedule*? Isn't that for like the rich and the famous? Not really. **For as low as \$7 an hour, all in, you can get some much needed help.** And if you only want a few hours of help per week, you call the shots. No monthly minimums, no commitments, no fine-print that an eagle can't even see. At We Are Working, we let you create a bespoke plan that works best for you and your business.

You're busy – probably more so than the rich and the famous – and deserve the extra help, which, in turn, will afford you more time to generate more sales, attend more conferences, go for more jogs, or to take that year-long world cruise finally.

OK. Maybe not that. But you get the idea.

“ Half of agents said they spend at least an hour a day offsite or on the road.”



4

WEB CHAT CUSTOMER SERVICE

Like any business, a prospective client will visit your website before probably doing anything else. They'll see that you sold that expanded cape one town over for \$420,000 and a competitor of yours did the same in the town over on the other side. Then they'll tap their finger to their lip for a few minutes thinking deeply. And then they'll start to daydream about expanded capes and the undulating yard they'll no doubt have and the swing-set they'd put in that one corner for the kids and then they'll visit your website to finally poke around.

According to Helpcrunch, live web chat "shows the highest customer satisfaction rate of 73%" compared to email, social media, and phone chat, with a "20% increase in conversions." And, real estate agent reader, it's actually cheaper to activate than all the other forms of chat (win-win alert) and will even divert a large chunk of phone calls (win-win-win?), giving your work phone a much needed break. So, recap – live web chat will:

- **Increase customer satisfaction**
- **Increase conversion rates**
- **Divert time-consuming phone chat**
- **Cost you less...**

Now, back to the expanded cape person bouncing from your site to your arch-nemesis's site. This prospective buyer limited their daydreaming and got to talking with your live chat virtual assistant who answered all of their questions as trained, but then the person clicked out and left you in a cloud of despair and confusion. Was that all for nothing...? Of course not! Helpcrunch also crucially notes that **"63% of customers are more likely to return to a website if they previously used live chat there."**

Boost your web experience with live chat for as low as \$7 an hour, all-in, and get the edge on landing the proverbial expanded cape dreamer.

“ [live web chat] shows the highest customer satisfaction rate of 73% [compared to email, social media, and phone chat].”



CRM DATA ENTRY

The most obvious thing to delegate of all. **Data entry.**

Yet, you always find yourself doing it. Right? So mindless a task, you might not even realize that's what you're doing sometimes. Next thing you know, three hours have gone by, five hours, a whole work day. "Where'd the time go?" you ask yourself. You could have been doing so many other things. Why? Oh why!?

Stop asking your CRM rhetorical questions. Instead, delegate your CRM. The Placester survey notes that 13% of real estate agents actually named their CRM system as the most important technology in their business – over their *smartphones*. It's important. We know that much. But you don't need to be the one typing in all that important information and keeping it tidy and up-to-date.

Delegate and get help with:

- **Organizing prospect information**
- **Managing sales and closings**
- **Automating tasks like email follow-up**
- **And more...**

The dearth of data entry. The bane of all business. It's what we specialize in most. Clearing your plate of the unnecessary grunt work and making your CRM organized. And we haven't even mentioned all the hours you spend entering and updating all your listings. Delegate this total time-sink once and for all and reclaim time back for growing your business or all those other things you keep meaning to do (besides the world cruise probably).

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Need help with another aspect of your real estate business?

This is only our top 5. Your top 5 could totally be something different, and we still will probably be able to help you. Let's start with a free consultation to discuss what you need most to grow your real estate portfolio faster.



Ready to get started? [Let's chat.](#)

We are
Working



SOURCES:

Khlystova, Ana. "5 Benefits of Live Chat for Your Business." [Helpcrunch.com](#). June 2020. Web. 2021.

Ryan, Colin. "Life as a Real Estate Agent: Survey Results." [Placester.com](#). Web. 2021.