VPM SOLUTIONS

The Real Estate Virtual Assistant Hiring Kit

www.vpmsolutions.com





Hiring a virtual assistant could be a new experience for you. Or, perhaps you hired a VA in the past—but it wasn't a good experience.

VPM Solutions believes that virtual assistants are ideally suited to help property managers and real estate professionals scale their businesses. However, without the right VAs or the tools and insights to find virtual assistants that can make a positive impact on your business success, your first virtual hire might not turn out as well as you hoped.

That's why we've put together our free Real Estate Virtual Assistant Hiring Kit! Not only do we offer an easy-to-use VA job platform specifically for the real estate and property management industries, we work hard to equip companies with the resources, insights, and tools they need to make that first VA hire as an independent contractor (and every subsequent hire) successful.

The three resources in this kit will help you:

- Post a compelling job description that attracts the best VA talent (faster)
- Conduct a thorough and helpful interview with your top virtual assistant candidates
- Onboard and manage a VA for success

Refer to these resources as often as you need when hiring virtual assistants to build your workforce and grow your business!



Sample Job Description (Administrative Assistant)

Posting an excellent job description is the first step toward finding and hiring an excellent virtual assistant. To stand out from other similar job postings, use this template as an example to effectively describe the role and attract the best talent and closest matches for the job!

Adjust the details in this template to meet your specific needs, role requirements, pay range, the ideal DiSC personality type for the role, and more.

Then, if you find this template helpful, VPM Solutions gives companies access to many other job description templates. Visit our website and set up a free profile!

(Example) Administrative Assistant

Job Role Overview

The overall role of the administrative assistant is to answer all inbound calls, perform follow-up calls and maintain company documents and databases. The ideal candidate exhibits polite and professional communication via phone and email.

Job Requirements

- Call center experience
- Attention to detail
- Excel
- KV Core or CRM experience (preferred)
- Data entry
- Google Suite
- Ring Central (recommended)
- Docusign

Job Role Tasks

- Answer Phone Calls (I)
- Weekly Agent follow up on lead status (C/S)
- General Database entry into KV Core (C)
- Setting up Google drive folders for listings/buyers/leases (C)
  Send emails for feedback requests / follow up (C/S)
- Calendar management/create event invites for meetings (C)
- Enter Lead information to KVCore and Assign to Agents (C)
- Follow-up for showing feedback (C/S)
- Search ZipForms for past transactions and collect buyer/seller/agent information (C)
- Send documents for signature in Docusign (C)
- Maintain Vendor Database (C)
- Build and maintain process manuals (C)

Key Performance Indicators (KPIs)

- Call answer rate
- Avg Call time

DiSC Profile

- High C with S

Compensation

- Hourly rate: $3.00 - $8.00
- Bonus: exceed KPI's = $25-$50
- Holiday Pay: U.S. holidays
- PTO: two weeks after one year of service
- Overtime: Yes (straight time)

English Proficiency

- Fluent or Native

Top Interview Questions For Hiring a Virtual Assistant: A Checklist

You've posted an effective job description. Now you have several candidates interested in the role! As a property management business owner, your next step is to choose your top candidates and schedule interviews with each one.

The interview is your opportunity to meet "face-to-face" (virtually via webcam) with each potential virtual assistant and get to know them a bit better. Use this time to learn more about a candidate, their skills, and their personality. Just like hiring a full-time in-person employee, it's important for a VA to have the right experience and skills for the role, as well be a good fit for your company's culture.

Use this checklist to choose the best interview questions for each potential virtual assistant that relate to the role. To ensure a fair hiring process, including the same questions during each interview, then add more questions as the conversation progresses.

- ◯ What kind of people do you find it *difficult* to work with? What kind of people do you find easy to work with? Why?
- ◯ What did you like most and least about your last job?
- ◯ What motivates you? Why?
- ◯ What makes you an effective supervisor?
- ◯ What are some of the problems you encountered in your last job? How did you resolve them?
- ◯ Of all the jobs you've had, which did you find the most rewarding? Which job was the least rewarding? Why?
- ◯ What has been the most frustrating situation you encountered in your career to date?
- ◯ If I were to ask your supervisor to describe your work, what do you think he or she would say?
- ◯ What does the potential of this job offer you that your last job did not?

- What would you like to avoid in future jobs?
- What are the areas in which you require improvement? How would you go about making these improvements?
- Please give some examples of decisions you've made on the job. What were the ramifications of these decisions?
- Why are you applying for a position with our company?
- What have past employers complimented you for? What have previous employers criticized you for?
- What can you offer our organization?
- How does this role fit in with your career objectives?
- What would make you resign from a position with this company?
- How do you deal with a team member that you manage who is consistently tardy?
- This position requires great attention to _____ and commitment to excellence and outstanding customer service. What experience have you had in doing this?
- What is your definition of company loyalty? How far does it extend?
- How would you go about discussing job dissatisfaction with your supervisor?
- Describe a time when you feel you exercised poor judgment. What would you do differently now?
- What else should I know about you that would help me make a hiring decision in your favor?

Additional Questions (Virtual Assistant Specific)

- Tell me about yourself.
- Why do you want to work for a company in the U.S.?
- What made you decide to become a virtual assistant?
- What made you decide to apply for this job?
- Have you had challenges in the past communicating with previous employers? What was the best method of communication?

Worksheet: 10 Steps to Guaranteeing Success With Your New Virtual Assistant

Posting a job and hiring a new virtual assistant are only the first parts of success with a new VA. After interviewing your top candidates and making an offer to the best VA fit, it's time to onboard your new virtual assistant and set them up for success!

Follow these ten steps to find, onboard, train, and ultimately retain the next property management or real estate virtual assistants for your business. As independent contractors, long-term VAs are the support you need to scale your workforce and deliver excellent ongoing services, but retention starts with a defined role, good onboarding, and a training process when your new VA starts their role.

Step 01

Define the Job Role

A clearly defined job role helps a new VA understand their tasks and responsibilities. When your virtual assistant understands your vision is for the role, the easier it is to guide your new VA to success!

Remember: being generic or vague about the role and requirements can set your new VA up for failure. Plus, you won't be satisfied with their performance if they don't understand your expectations. So, when creating the job description, think through:

- What are the software skills required?
- Can the candidate have basic computer skills with the flexibility to learn the specific software required for the job?
- Do you need a power user who already has experience in the required software?

After hiring your VA, create a documented job role and responsibilities (similar to the initial job description), then review it with your VA during the onboarding process.

Step 02

Match the Job Role With a Personality Profile

It's essential to get the right person in the right role for the best success when building an excellent team. One of the best ways to do that is to understand how personality types match different roles within your business.

Many companies use a personality profile to analyze the best personality type for each role within their business. There are many personality profile programs available, and we highly recommend putting one to good use when building your property management team!

When you build the job role, match each job responsibility with the personality trait needed to be successful. You'll notice that one or two personality traits dominate the role. Look for VAs that match those personality traits when analyzing the best fit for the job!

Step 03

Implement Training

Whether you have a training system with manuals and videos or not, it's critical to train your new remote assistant well from the start. Spend time with your virtual assistant during their first few weeks on the job to walk them through processes, software, communication methods, and deliverables for their role.

If you don't currently have a documented training process for your property management business, your new VA can build the training manual and videos for the job role while they train. Doing this enables them to train the next person or other virtual assistants as you build your workforce.

Step 04

Treat Your Virtual Assistant As Part of the Team

Integrating a virtual assistant into your team helps them feel welcome and crucial to company operations. Include your VA in team meetings, add them to your internal communication channels, include their photo and bio on your website, and listen to their feedback.

Step 05

Establish Communication Protocols

Establishing communication protocols with virtual assistants helps property managers and real estate business owners check in with remote team members. However, having team members constantly on a video conference to monitor work tends to exhaust their computer resources and can give a "big brother" vibe.

Instead, create a policy that remote team members and contractors must have their cameras on for video meetings. Utilize Slack or other instant messaging services to communicate throughout the day.

Step 06

Ask for Feedback

Listening to feedback from your remote workforce helps build a positive relationship that can lead to better success with your VAs. It also helps them take ownership over the role and their tasks. Many great ideas and process changes come from team members on the front lines who can give feedback to their managers.

Step 07

Give Them Authority

Once your virtual assistant is fully trained and understands the job role, begin giving them more authority to make decisions and recommendations to processes that they own. By empowering your virtual assistant to take ownership, you will be rewarded with fewer escalations, less stress, happier team members, and a better customer experience.

Step 08

Delegate—Don't Abdicate

Company owners in the real estate and property management industries must understand the vital difference between delegating vs. abdicating. When delegating, you give your team members responsibility for a task or project, but you stay in the information loop.

However, *abdicating* means you turn over the responsibility, then remove yourself from the information loop. *Delegating* is an excellent way to remove tasks from your plate while maintaining accountability for tasks and projects. Knowing how to delegate (without abdicating) helps you reduce stress and retain your best virtual assistants!

Step 09

Meet Regularly

In addition to setting up communication protocols, it's critical to meet with your virtual assistant regularly. In addition to your initial training meetings, schedule weekly KPI meetings to review deliverables, assignments, tasks, and due dates. These meetings are also an important time to obtain feedback to help your virtual assistant become adjusted and a productive part of the team.

Step 10

Deliver Competitive Compensation

Build a compensation plan that will motivate your team members and pay them at the market or above market price.

Many industry experts who hire a virtual assistant want to pay the assistant an hourly rate—often very low—while expecting a long-term commitment and success.
However, to retain better quality VAs that deliver quality work, the better your compensation plan, the better chance you'll have of long-term.

When compensating your remote team member, create a plan that considers:

- A competitive hourly rate
- A bonus structure
- While providing all of these items to your virtual assistant is unnecessary, providing better compensation can help a property manager attract and keep more quality VAs for the long haul.
- If you will pay overtime or not
- An internet or computer stipend

Considering these ten steps for success will help you find, train, and retain the best virtual assistants for your property management or real estate company! If you're ready to get started, create a free company profile with VPM Solutions and put these steps into action.

VPM SOLUTIONS

www.vpmsolutions.com