

## Residential Sales & Admin VA Tasks



TASK	Category
FOUNDATION TASKS	
Mydesktop Database Audit Correcting salutations Verify and edit bounced emails Actioning Duplicates Updating "Appraisal" status and geo data refresh Systematic refresh of geographic (ownership) data	dBase Management dBase Management dBase Management dBase Management dBase Management dBase Management
ESSENTIAL & ONGOING TASKS	
Check duplicate properties Refresh / update duplicate properties Updating "Appraisal" status and geo data refresh Vendor report pre-preparation Editing agent testimonials (grammar & spelling check) Sourcing & adding emailed testimonials to agent profile Contact Management 5 Steps best practice / Set up salutations & verifyemail / Set up buy-rent requirements / Check for duplicate entries / Categorise / Geo data check	dBase Management dBase Management dBase Management dBase Management dBase Management dBase Management dBase Management
KEY REPORTS	
Finding my Lost Past sales Pipeline report creation Auctions reports update Checking for new upcoming auctions in a given suburb Monitoring and reporting Appraisals to list rate Weekly stock summary reports On Market Report / Monitoring Days and months on Market / Identify properties on market in specific area/suburbs / Provide live Analytics (e.g. property number for sale, property value for sale, market share %) / Generate Agent call lists for flagged properties (e.g. Change of sale method, price change, agent change etc) / ID listings lost from dBase to other Agency / pricfinder owner alerts to update Geo data Monthly Office & Agent performance report from MDT Calculation of total market comCRM management Generation of REINZ Reports	Analytics Analytics Analytics Analytics Analytics Analytics Analytics Analytics Analytics Analytics Analytics
DATABASE MANAGEMENT	

Data Mining / Database creation & management Systemisation of the delivery of, and client response to, Quarterly "Market Review"	dBase Management dBase Management
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Appraisal requests – Weekly analytics report	dBase Management
Updating MDT with handwritten OFI info	dBase Management
Anniversary report creation (monthly)	dBase Management
Systemised sending of anniversary messages	dBase Management
Responding to sales enquiries	dBase Management
Creation of realestate.com.au / domain / portal / Property Alerts	dBase Management
Uploading, updating, removal, renewals of sales listings	dBase Management
Sending SMS to Precincts – Just sold, just listed, auction reminders	dBase Management
Correcting Geo data Street name duplicates	dBase Management
Entering of Open Homes attendees	dBase Management
Setting up of auto response to email, bulk SMS	dBase Management
<b>SALES SUPPORT</b>	
Creation of Agent follow up call lists	Lead Identification
Creation of Listed Land Use Registration Report	Lead Identification
Checking of Agent Pipelines	Lead Identification
Checking if a property has been appraised or listed with another agency	Lead Identification
Lead Monitoring via MDT	Lead Identification
Generate Agent call lists for flagged properties (e.g. Change of Sale method, price change, agent change etc.)	Lead Identification
Checking property interaction on ActivePipe	Lead Identification
Agent profile editing	Sales Admin
Agent photo swapping / changing / editing	Sales Admin
Market snapshot (Newsletter)	Outfit
Pre listing kit preparation	Outfit
Magic 50's (just listed / just sold)	Outfit
Newsletter Creation	Outfit
Preparation of property pre-listing kit	Outfit
Weekly emailing of Agent market snapshot reports	Outfit
Creation and Sending of ADL forms	Sales Admin
Processing under offers	Sales Admin
Processing price adjustments	Sales Admin
Processing unconditional properties	Sales Admin
Processing settled properties	Sales Admin
Creation of Presentations and spreadsheets for meetings	Sales Admin
Audio Transcription to email/doc	Sales Admin
Uploading property photos to MDT	Sales Admin
Creation of fliers	Sales Admin
Creation of Market reports	Sales Admin
Archiving past invoices	Sales Admin
Sending of contracts to buyers (per agent)	Sales Admin
Editing and removing watermarks of properties	Sales Admin
Signboard management	Sales Admin

Pipeline communication program	Sales Admin
Testimonial review	Social Media
Adding emailed testimonials	Social Media
Management of Google/Facebook reviews	Social Media
Daily alert of appraisal reports to principal/agent	Active Pipe
Calling list creation / hot contacts / interactive clients / upcoming clients	Active Pipe
Editing / Altering ActivePipe email templates	Active Pipe
Real time vendor response to appraisal / loan requests	Active Pipe
Generation of "Appraisal Request" report for Principals	Active Pipe