

# Systemised Outsourcing

Property VAs for Property Investors

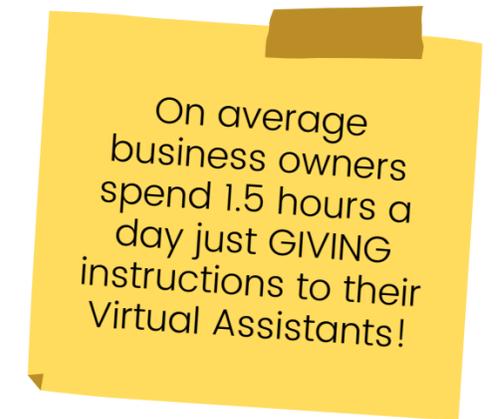
# What is Systemised Outsourcing?

**The Property VA is turning hiring and working with VAs on its head with a new way of leveraging VAs for property investors:**

We want Property Investor business owners to work more efficiently and smartly with virtual assistants by incorporating systemisation from Day ONE:

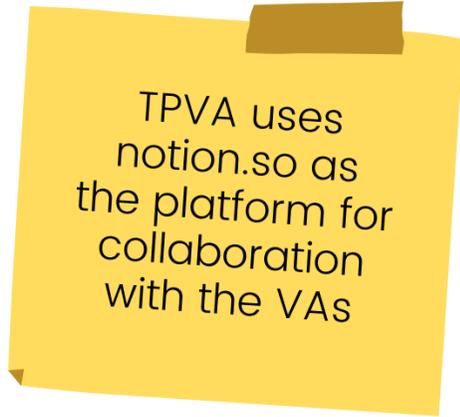
## **Systemised Outsourcing means:**

- No Recruitment
- Pain-free Business Systemisation
- No VA dependence / remote staff will be pain free to replace if needed
- Productive downtime while training
- No Admin / Set Up Fees
- No International Fees
- Built-In Team Management



# Systemisation Proposal

How we create an effective system for working with remote virtual assistants:



TPVA uses notion.so as the platform for collaboration with the VAs

## Re Costs:

There are NO extra costs involved in creating an outsourcing system when working with TPVA. Costs are included in the VA's hourly rates. Please see subsequent slides for VA rates depending on role.

1

Step 1: Give us your list of tasks to outsource

- We help you identify which VA roles we should build for your power team.

2

Step 2: Default Diary

- We translate your list of tasks into an outsourcing plan in the form of a Default Diary
- This helps you utilize the VA's time efficiently
- The default diary helps you minimise your need to supervise and give new instructions every day

3

Step 3 / Week 1: Creating an SOP

- VA starts work
- VA's work for week 1 is to record all tasks (either in action or through meetings)
- VA will identify the ff:
  - Trigger - for example, an email comes in
  - Action - set of instructions required
  - Outcome - a specific result
- VA will create a first draft of the SOP mapping on Notion by end of first week

# Choose from the following VA Roles:

- Admin VA
- Lead Gen VA
- Content VA
- Bookkeeping VA

We have identified 4 main VA roles that property investors typically need.

# Why Multiple VAs?

- VAs cannot do everything, and overloading a VA can lead to mistakes, overwhelm, burn-out, and the VA quitting without warning.
- Avoid this scenario by hiring a MULTI-VA Power Team.

Utilizing a POWER TEAM of Multiple VAs means:

- No Recruitment
- No Training and Downtime
- No Admin / Set Up Fees
- Single monthly payment
- No International Fees
- Built-In Team Management
- Pain-free Business Systemisation

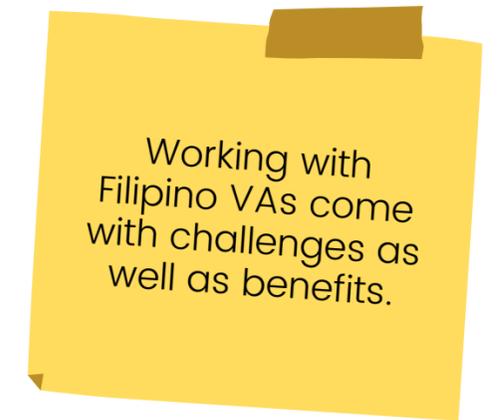
Don't overload your VA with multiple roles! An overwhelmed VA will soon be a resigning VA.

# Why Work with The Property VA?

## **HAVE A TEAM MANAGER ON BOARD AT NO EXTRA COST!**

The other hidden cost of working with Virtual Assistants is that supervising and managing even just one VA will soon become at least a part-time job for the business owner. Hence why businesses soon find themselves having to hire team managers to supervise and coordinate the staff working for the business.

At The Property VA we understand the challenges of working with remote staff who come from different cultures and may speak English as a second language. That's why we offer our outsourcing services with a Team Manager on board at no extra cost.



# You will never have to...

...go through the hassle of online recruitment for multiple gig workers and freelancers using a variety of platforms. You will have a Power Team with all hands on deck from Day ONE.

...pay international payment transfer fees for offshore virtual assistants. Only ever pay to one UK bank account instead of several international payments to different offshore freelancers

...think about how to begin the painful process of systemizing your business. Your power team will work from strategy to systems from Day One

...do you know that a disappearing Virtual Assistant is a very real thing? With a No-Hire Virtual Business Power Team, you'll NEVER have to worry about a disappearing Virtual Assistant

# Admin VA From £4/h

- Part-Time trained Admin VA costs £5 / hour
- Rate is based on a minimum 80 hours a month
- Full-Time trained Admin VA costs £4 / hour
- Rate is based on full time 160 hours / month

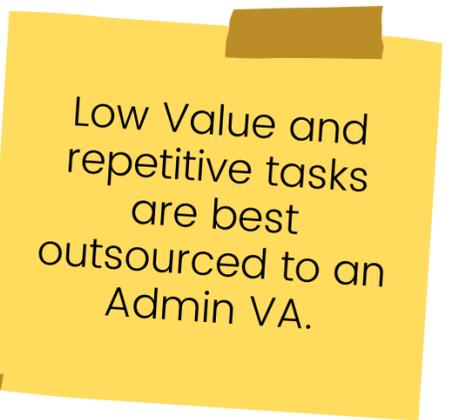
## How it works:

Step 1: You give us a list of all the tasks you would like the VA to take over\*

Step 2: We create a daily VA schedule (we call this the Default Diary)

Step 3: We create an SOP which the VA operates to run all required admin tasks

\*You can provide this as a list in an email, a recorded video instruction or a previous document of detailed job description



# Lead Gen VA £250 / month

- Lead Gen VAs cost £250 a month and will look after creating consistent monthly campaigns to find off-market property deals for your business.
- You can provide us with your own specific strategies and instructions for finding property deals, or we can propose a few strategies from our strategy library.
- Lead Generation activities are limited to data scraping for leads that can be contacted either by DTV letters, post cards, direct messaging and emails.

## How it works:

Step 1: Investment strategy consultation

Step 2: We work out a 12 month campaign schedule

Step 3: The VA starts data scraping and preparing monthly campaigns

\*Lead Generation does NOT include advertising campaigns such as FB ads, Google etc.

\*Fees do not include use of paid for third party platforms for lead generation activities.

\*Fees do not include cost of any marketing campaigns such as leaflets and postage.



If you're not  
marketing,  
you're just  
shopping.

# Content VA £250 / month

- Lead Gen VAs cost £250 a month and will look after creating daily engaging content that includes copy and graphics.
- Content can be published across multiple platforms
- Access to your social media pages is required if you would like us to schedule your posts in advance.

## How it works:

Step 1: We help you come up with your 4 Core Content

Step 2: We create a 12 month campaign schedule

Step 3: We create a whole week's worth of content the previous week

Step 4: Client will be asked to review submission before we schedule your posts



If you're not marketing, you're just shopping.

# Bookkeeping VA £75 / month

- Bookkeeping VAs work one day a week for each client.
- Bookkeeping VAs cost £75 a month but may be higher for larger businesses
- £75 monthly cost is based on 2 hours a week (Approx £9/hour)
- Weekly tasks include bank reconciliations, invoice creation, financial statements and transaction reports
- Please contact Cristina at The Property VA if you will need additional hours.
- If you require a dedicated part time Bookkeeping VA (80 hours a month), the monthly salary will be £350 (approx £4/hour)
- If you require a dedicated full time Bookkeeping VA (160 hours a month), the monthly salary will be £600 (approx £3.75/hour)

## How it works:

- Step 1: You give us a list of all the bookkeeping tasks the VA will do weekly
- Step 2: We agree on a schedule to carry out the weekly bookkeeping tasks
- Step 3: We create an SOP which the VA operates to run all required bookkeeping tasks
- Step 4: Client provides access to VA. Access permission levels vary per bookkeeping platform.

Having an SOP for your bookkeeping will free up hours both for the business owner & the VA.

# Next Steps:

1. Select the VA roles you need for your business
2. Sign Service Agreement Contract
3. We will contact you to request additional information
  - a. Admin VA: your list of tasks to outsource
  - b. Lead Gen VA: your investment strategies
  - c. Content VA: your brand assets + core topics
  - d. Bookkeeping VA:
4. We agree on a start date
5. We create your client workspace on Notion (collaboration platform)
6. We invite you to your workspace
7. You review our Systemisation proposal:
  - a. Default Diary
  - b. SOP
8. We create your first invoice
9. The VA starts work

We won't start working for you until you're happy with the systemisation proposal.

# Thank you

Please read Disclaimers in next page!



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# ONE LAST THING!

## SCOPE OF OUTSOURCING

The Property VA does not claim to be able to take on every single business activity that can be outsourced. We believe that the best tasks to outsource to a virtual assistant are tasks that are low-value, time-consuming and repetitive. Outsourcing these types of tasks would enable property business owners to free up their time for more high-value tasks such as networking and vendor negotiations. The Property VA also believes that outsourcing business tasks does not equate to abdicating your business. Therefore we have designed a complete outsourcing system that is checklist and implementation based that does not involve virtual assistants making judgement calls that invite opportunities for expensive mistakes.

## MINIMUM CONTRACT

The minimum contract for each VA service is 1 month with a 1 calendar month notice period for cancellation. Lead Generation VAs cannot schedule follow up campaigns in advance should client cancel the service.

## PAYMENT TERMS

The monthly service fee is paid up front in full.  
A recurring monthly invoice will be set up electronically at the start of the service.  
Electronic receipts will automatically be generated.

## **COST EXCLUSIONS**

The Property VA provides an outsourcing service and the following costs are not included in the month fees:

Any marketing costs such as letter campaigns, leafletting, advertising campaigns.

Any third party IT service and platforms such as accounting software, website hosting platforms.

Any third party customer service providers such as call answering services to direct lead generation enquiries.

Any third party subscription services not otherwise mentioned.

Any other business service not otherwise mentioned as being included in the The Property VA outsourcing service.

## **EARNINGS DISCLAIMER**

Your VAs are there to support your business activity in the following fields: Administration, Lead Generation, Content Marketing and Bookkeeping. The following business activities / departments are not covered by the services provided by The Property VA: Sales, Legals, Accounting, HR, Manufacturing, Product Development, PR, and other business activities and departments not mentioned.

Therefore there are elements in your business activities that may affect actual profit and success of your business efforts. The Property VA also believes in persistence and hard work as the determination of success, and remember: RESULTS MAY VARY!

## **RE LEAD GENERATION**

All DTV lead generation strategies that are presented to you will always need your approval before campaigning. Strategies will be based on information provided by yourself, the business owner. The wrong premise may result in an incorrect strategy. All strategies are meant to be tested, measured, reviewed and adjusted according to data received from initial results. Just because a strategy does not work does not mean your Power Team has not done their job. Lead Generation is a MARKETING activity and not a SALES task. The Property VA does not offer sales as an outsourced service. Any responses and enquiries from campaigns that The Property VA prepares will be transferred to the client or the client's sales team to handle the negotiations and close. This refers to both property lead generation and investor lead generation.