



Virtual Assistants and the Power of E-Productivity

What do you need to do before you hire a virtual assistant?

Research VAs

There's an ocean of information about them on the Internet. Search on the words *virtual assistant* for literally thousands of results.

Revisit your business plan

I'm a big proponent of business plans, especially ones that make service to your clients a top priority. You will want a VA who understands your commitment to your clients. Beyond that, identify tasks best handled by VAs then turn those tasks into a job description. With systems, everyone on your team knows exactly what's to be done. Diagram every task the VA will complete in a workflow, show deadlines and required results. You'll end up with detailed checklists for every task so all future VAs will know precisely what's to be done. (This goes for work on a 'position' versus 'project' basis – if the job requires ongoing work versus just a single undertaking.)

Know what you're willing to pay

One of the advantages of VAs is that you're not limited by location. You can shop around for VAs who live where wages are perhaps more reasonable. Don't limit your search to just your community.

Know your technology needs

Don't fret too much about this; VAs are usually well versed in computer and software requirements. Costs are minimal. For example, a VA can access your computer files for as little as \$20 a month through www.gotomypc.com.

So let me challenge you right now – today. Take a few minutes and assess your efficiency in your real estate practice. Are you as efficient with your time – day in and day out – as you can be? If not, you're cheating yourself. Give virtual assistants a closer look and your success will be virtually assured!

Make A Commitment: I will assess my efficiency in my real estate practice and take action to be more efficient!

Deadline: _____