

The Top 10 Ways To Use A Professional Real Estate Virtual Assistant (PREVA)

Professional Real Estate Virtual Assistants (PREVAs) electronically support Real Estate Professionals (REPs) from a distance. PREVAs use the latest technology available to support their clients without geographical boundaries.

1. General Realtor® support
 - a. Mail, eMail, bills, reminders
 - b. Birthday and anniversary cards
 - c. Correspondence
2. Agent field support
 - a. Schedule appointments and showings
 - b. Coordinate fulfillment stock for property flyers
3. Create and maintain intranets and online meeting rooms for team interaction
 - a. Attend the virtual meetings and take notes
 - b. Update files for the intranet areas
 - c. Create webpages for agendas and presentations
4. Coordinate feedback from showings
 - a. Gather and distribute report to agent and or broker
 - b. Contact seller with information from agent or broker suggestions
5. Database creation, maintenance and lead generation
 - a. Hotlists
 - b. Feedback
 - c. TopProducer or other farming resource
6. Website maintenance
 - a. Listing enhancements online
 - b. Upload virtual tours
7. Marketing mailouts
 - a. Flyers
 - b. Brochures
 - c. Just listed/sold postcards
 - d. Comparative Market Analysis
8. Create online multimedia
 - a. Web commercials
 - b. Virtual tours
 - c. Listing presentations
 - d. CD tours and presentations
9. Listing coordinator
 - a. Clerical support duties from listing to contract
 - b. Coordinate all support activities during listing
 - c. Mailout or email listing plan of action to seller
10. Transaction coordinator
 - a. Clerical support duties from contract to closing
 - b. Coordinate all support activities during process

******About the Submitter**

This piece was originally submitted by Janet L. Jordan, MVA, PREVA, Master Virtual Assistant & Professional Real Estate Virtual Assistant, Trainer and practicing Virtual Assistant, who can be reached at jordan@virtualassistanceu.com, or visited on the web. Janet L. Jordan, MVA, PREVA wants you to know: Jordan is the founder and owner of Virtual Assistance U, "The Benchmark for Virtual Assistant Training." She also is a practicing VA specializing in the real estate industry.