

Potential Duties for Your Real Estate Assistant

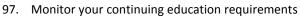
(Some May Require a Real Estate License)

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- 1. Mailing list maintenance and upkeep
- 2. Coordination and scheduling of all direct mail
- 3. Labeling direct and prepping direct mail
- 4. Creating of monthly newsletter or mailer
- 5. Field sign calls
- 6. Floor duty
- 7. Schedule incoming and outgoing showings
- 8. Follow-up on showing feedback
- 9. Fill out all of your paperwork/forms
- 10. Measure homes
- 11. Attend closings
- 12. Sign, lockbox and brochure box installation
- 13. Put up riders on signs
- 14. Runner and errand duties
- 15. Follow-up on loan process & appraisals
- 16. Inspection scheduling and paperwork follow-up
- 17. Schedule repairs and resolution items on inspection
- 18. Order items of routine repair as directed by agent
- 19. Sit at a "broker open" tour for other agents
- 20. Order possible loan scenarios on listings from lenders
- 21. Proofreading materials (MLS, ads, brochures, etc.)
- 22. Supervision, management and training of other team members
- 23. Send out a post-closing survey to clients and track feedback
- 24. Bid out prices from vendors for supplies and/or repairs
- 25. Create and maintain your CRM systems and checklists
- 26. Customized relocation materials/package emailed or mailed to clients
- 27. Scour social media accounts for potential business
- 28. Interact with clients on social media; add contacts
- 29. Coordinate seminars and classes you could teach about real estate
- 30. Brainstorm new ways of generating business
- 31. Improve systems and operations for the team
- 32. Ghost write articles for the newspaper on your behalf
- 33. Preparation of amend/extends, contracts, inspection notices
- 34. Title work review and resolution of potential problems

- 35. Order O&E's from title company
- 36. Create home books
- 37. Brochures and flyers for the property
- 38. Enter and update MLS information
- 39. Pick up and deliver closing gifts
- 40. Create pop-by items for delivery
- 41. Deliver pop-by's to clients
- 42. Send out closing reminders to clients
- 43. All file processing (internal paperwork)
- 44. Advertising and marketing letters/updates to Sellers
- 45. Coordination of advertising opportunities and/or open houses
- 46. Home anniversary & birthday cards/gifts
- 47. Create and mail Just Listed & Just Sold cards
- 48. Setup MySite for Buyers
- 49. Follow up with Buyers on credit repair or qualification issues
- 50. Show property
- 51. Host open houses or sit on-site for new construction
- 52. Fill brochure boxes
- 53. Assistance with CMA's
- 54. Help with community activities you are involved in
- 55. Provide updates at sales meetings or GARA meetings
- 56. Update personal financial statements
- 57. Year-end statistical analysis
- 58. Bookkeeping and tracking of income & expenses
- 59. Perform payroll duties and functions
- 60. Schedule appointments and meetings
- 61. Call past and current clients
- 62. Create a list of clients for your to call or write notes to
- 63. Make your business travel arrangements
- 64. Send hand-written notes
- 65. Check vacant properties to ensure security and no maintenance issues
- 66. Order office and real estate supplies
- 67. Remind you of appointments; confirm appointments with others
- 68. Preview properties
- 69. Compile information for your annual tax appointment
- 70. Prepare and issue press releases
- 71. Scanning and faxing documents
- 72. Filing and organization

- 73. Pitch your properties or services at networking meetings
- 74. Current market condition updates for Sellers
- 75. FSBO/expired programs create them & run them
- 76. Represent you at a trade show or event
- 77. Data entry
- 78. Cold calling
- 79. Farm an area (create the plan & execute it)
- 80. Track down missing signatures and paperwork
- 81. Order title work
- 82. Send contract to the lender
- 83. Create virtual tours of homes
- 84. Take professional photos of homes & upload to websites
- 85. Create and maintain a personal website
- 86. Upload and manage listing syndication (on other websites)
- 87. Create a blog and ghost-write articles for you
- 88. Manage your personal rental properties
- 89. Organize client parties or get togethers
- 90. Write checks for your business and balance/maintain your checking account
- 91. Check your voice mail, email, snail mail
- 92. Answer incoming communication
- 93. Forward calls or take messages for the agent
- 94. Secure documentation and information prior to listing (utilities, schools, flood plain, public records, etc.)
- 95. Work with locksmiths on changing keys or securing properties
- 96. Record, deposit, deliver earnest money; write and collect earnest money receipts



- 98. Register you for CE classes and mandatory update
- 99. Role play scripts and dialogues with the agent
- 100. Be on-call while you are on vacation or unavailable
- 101. Create a personal brochure for you and your team
- 102. Update your personal bio and resume
- 103. Laminate newspaper articles and send notes to clients
- 104. Mail out holiday cards (Thanksgiving, Christmas, Hanukkah, etc.)
- 105. Order schwag and personalized giveaway's
- 106. Maintain a marketing and advertising budget
- 107. Pick up your dry cleaning or do personal errands
- 108. Organize your office or home office
- 109. Learn new technology or skills and then teach you
- 110. IT and computer maintenance and updates
- 111. Setup and install technology (phones & computers)
- 112. Any prospecting activities you can think of
- 113. Create pre-listing packets for potential listings
- 114. Post testimonials on social media and your website
- 115. Create, maintain and update social media sites
- 116. Schedule walk-thru appointments prior to closing
- 117. Send out utility information and helpful hints before closing
- 118. Create and manage drip system for e-leads
- 119. Write ad copy/remarks for MLS
- 120. Institute and execute a coordinated business and marketing plan
- 121. Scrub and qualify leads
- 122.Anything You Can Think Of That Will Leverage Your Business!



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