

Top Tasks to Delegate to My 1st Virtual Assistant for My Real Estate Business

By Timothy Whittemore, Real Estate Agent Turned VA Coaching Mentor, Author of *The Freedom Agent*

Why This Guide Matters

Hiring a Virtual Assistant (VA) was the **single most important step** I took to reclaim my time, grow my real estate business, and ultimately start coaching others to do the same.

This guide is built to help you make your first smart hire — one that pays for itself by giving you back your time *and* increasing your income.

What a VA Can Really Do for You

- Take repetitive, low-dollar tasks off your plate
- Help you follow up faster and more consistently with leads
- Keep your pipeline moving while you're showing homes
- Allow you to focus on high-leverage activities like closings and new client acquisition

Top 50 Tasks to Delegate to Your First VA

I've broken this down into key categories for you to visualize the areas they can support right away.

Lead Management Tasks	
1. CRM data entry and upkeep	6. Researching FSBO and expired listings
2. Responding to online inquiries	7. Managing lead intake forms
3. Following up with cold/warm leads	8. Scraping lead data from platforms
4. Setting appointments via phone/text/email	9. Scheduling showing appointments
5. Sending drip campaigns	10. Pipeline reporting

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Admin & Transaction Coordination

11. Preparing listing packets	16. Creating weekly transaction updates for clients
12. Sending disclosures for e-sign	17. Reviewing contracts for missing signatures
13. Coordinating inspections and repairs	18. Coordinating closing gifts
14. Following up on contingency deadlines	19. Scheduling final walkthroughs
15. Uploading documents to transaction systems	20. Sending utility and move-in checklists

Marketing & Social Media

21. Creating social media posts	26. Designing Canva graphics
22. Posting listings on social platforms	27. Running basic Facebook ads
23. Managing listing syndication (Zillow, etc.)	28. Creating open house flyers
24. Writing blog posts or newsletters	29. Updating website listings
25. Editing property videos and reels	30. Managing client review requests

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Database & Client Nurture	
31. Organizing past client database	36. Segmenting contacts by lead source
32. Sending birthday/home anniversary messages	37. Updating contact tags in your CRM
33. Managing client gifts or mailers	38. Setting up client feedback surveys
34. Scheduling check-in calls	39. Email list cleanup
35. Creating monthly newsletters	40. Referrals tracking

Personal & Misc Support	
41. Inbox and calendar management	46. Basic bookkeeping
42. Ordering signs or lockboxes	47. Researching training events/webinars
43. Researching vendors	48. Managing your to-do list
44. Scheduling travel for events	49. Proofreading presentations/contracts
45. Expense tracking and reporting	50. Time blocking and agenda prep

Sample Weekly Schedule (for Your First VA)

Day	Key Focus Areas
Monday	CRM updates, lead follow-up, social media posts
Tuesday	Transaction file checks, send listing materials
Wednesday	Drip campaigns, nurture messages, blog/newsletter
Thursday	Appointment setting, past client follow-ups
Friday	Marketing updates, weekly reporting, next week prep

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Your VA doesn't need to do everything at once, start with just 2–3 hours per day. The ROI will speak for itself.

What's the ROI of a VA in Real Estate?

Task Offloaded	Hours Saved a Week	Value of Your Time (\$100/hr)	Weekly ROI
Lead Follow-Up	5 hrs	\$500	✓
Transaction Support	4 hrs	\$400	✓
Marketing Tasks	3 hrs	\$300	✓
Total Saved	12 hrs	\$1,200	High

*Even at \$6/hour for a VA, **that is \$300/week** — a 4X return just in recovered time.*

Now imagine if that VA helps you close *one extra deal per month*.
That can be worth \$5,000 to \$15,000 in your market!

Final Thoughts

Hiring your first VA doesn't mean giving up control — it means buying back your freedom to grow your business.

And if you're not sure how to hire or train a VA effectively, that's where I come in.

I built my coaching program specifically to help agents like you master this process with confidence.

Want help getting started? Let's talk. Coaching spots are limited, but the right guidance can save you months of trial and error.

<https://calendly.com/whitemoretg>

*Freedom in your business doesn't come from doing more.
It comes from building smarter.*



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