



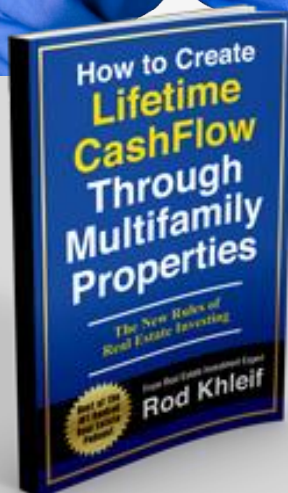
The
Lifetime CashFlow
Academy

Lifetime CashFlow Through Multifamily Properties

**Thank you for
investing in your
future!**

You're about to begin the most comprehensive multifamily investment course on the market. You'll find in this course all the tools you need to be successful, but only when you take action.

Many people buy courses and never use them, but you're different!



Rod Khleif

*Author of **How to Create Lifetime CashFlow Through Multifamily Properties***

*Host of the #1 ranked Real Estate Podcast on iTunes:
Lifetime CashFlow Through Real Estate Investing*

**BONUS
MODULE**

**Successfully Hiring,
Training, and Utilizing
Virtual Assistants**

Rod Khleif

Lifetime CashFlow

Through Multifamily Properties



The
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Academy

Virtual Assistant Hiring and Training

Key Points

- Why You Need Virtual Assistants
- How to Hire and Train Your VAs
- How to Maintain Long-Term Relationships with Your VAs

Presented by James Johnson

What's Your Time Worth?

As you learned in the preceding modules, there are many tasks involved in real estate investing. You can't achieve scale all by yourself, so you'll need to focus on activities you know how to do that generate the most money for your time. Focus on what you're good at and love to do and delegate the rest.

VAs can help you take care of many of the repetitive tasks quickly and efficiently. You'll be surprised by how much they'll be able to help you.

You don't have to hire a VA full time. You can specify any number of hours, even 5 to 10 a week. And what's amazing is you can pay them as little as \$1.93 per hour and they are thrilled to make that!

What You Can Outsource

Your database of properties and contacts is an important part of your business and a VA can speed up the process of building it in several ways:

- Pulling records from property appraiser sites
- Inputting information such as the last sale date, sale price, parcel ID numbers, etc.
- Checking for recently sold properties and updating your database
- CRM data entry for buyers, sellers, investors, brokers, etc.
- Posting Craigslist ads
- Making lists of foreclosures and For-Sale-By-Owner properties by researching Zillow, Trulia, Craigslist, and similar sites.

You can also outsource technical jobs like:

- Website posts and updates

- Search Engine Optimization, blog posts, content marketing
- Newsletters and email auto-responders
- Social media
- And so much more!

Tailor your VA jobs to what you need help doing. Choose a few things to begin with. We recommend a database VA and a separate one for the website, SEO, newsletters, etc.

Before You Start

Don't expect VAs to do their jobs perfectly if you don't know how to do it yourself. Training is essential. But before you can train your VA, you need to have a strong grasp on the skills yourself. So don't hire VAs until you've gone through the process and know how to do what you're hiring them for.

How and Where We Hire Our VAs

Remote Hiring Websites:



Fiverr, best for short term jobs.

<https://www.fiverr.com/>



Upwork, best for short term jobs, with more advanced work.

<https://www.upwork.com/>



Manila, Philippines Craigslist, best for full-time, long-term database VAs

<https://manila.craigslist.com.ph/>

We've found that VAs in the Philippines:

- Want long term, stable work.
- Are very motivated, hard-working, and willing to learn quickly. Some even have real estate experience.
- Can read and speak in fluent or above average English. (To check a potential VA's English fluency, interview them over Skype or Facetime.) Make sure they understand English important for databases too.
- About 50% are willing to work during U.S. 9am-5pm hours because much of their work comes from Europe and the US.

You'll want to avoid scams and agencies, so speak directly with potential hires without going through middlemen.

What to Pay

In the Philippines you can find a great VA in the \$2-3 per hour range. We have found most recently that if they live in the city they ask for \$5 per hour and if they live in the country they are happy with \$2 per hour.

If possible, incentivize them to keep a long-term relationship.

Incentive Ideas

- \$0.25 - \$1.00 for every property that was not on the list you provided
- \$1.00 for each property they where they find all owner information including home address and phone number

The Job Ad

Below is the ad we use. If you decide to modify it, make sure you use short, easy-to-read sentences.

The job title is important. It doesn't cost anything to create a reputable sounding title and it will help the VA treat the job with a higher degree of respect.

List the systems and software you use to make sure the VA is familiar with them.

Specify how often and in what ways you'll communicate so they know what to expect.

Specify that they need to work from home rather than a cafe or library. The Wi-Fi connections are usually better there.

Make sure they have access to and experience with MS Office, primarily Excel.

If you say real estate experience is preferred you may actually find people with it. We have found VAs in the Philippines who did.

Sample Job Ad

Real Estate Database Manager

We are a real estate investment company based out of Florida. We're looking to hire a full time, 40 hours a week, database manager. This individual would be in charge of researching properties, obtaining all of the owner's info, and keeping the database up to date.

You will be using a variety of online software systems and websites we use, along with Excel, and Google Earth.

Your primary tasks would be:

- Building a database of all properties that meet our criteria.
- Finding all of the information about each property.
- Finding all of the information about the owner of each property.
- Keeping the database up to date.

If you have experience in obtaining property information, along with property owner's home address, email and phone number, that is a huge plus.

Must be dependable, hard-working and want a long term position. If this post is still up, the position is open and you can start immediately.

You do not need to work during US hours. You can work during your local time. Once a week, we will set up a Skype call to review your work. We will have daily communication via email.

Requirements:

- Excellent written and spoken English
- Ability to work from your location
- Computer with high speed internet
- Skype/Facetime

Experience:

- Have at least 1 year experience in online research
- Have MS Office experience
- Real estate experience preferred

If you feel as if you meet the above criteria, please respond back with your resume and cover letter. We can then set up the interview.

Posting the Ad

Next post your ad on the Manila, Philippines Craigslist site.

<https://manila.craigslist.com.ph/>

- Follow the link above.
- Click on “post to classifieds”
- Select “job offered”
- Select “real estate”
- Fill out the form; copy and paste your ad into body
- Use “CL mail relay” instead of your own email address.

While you’re on Craigslist, you can search the job section for the types of work you need done and see how others are writing their job descriptions.

You can also search the resumes section to find people who are looking for the work you have available. You’ll find listings there for CRM, social media, general virtual assistant, and more.

When People Answer The Ad

Within 24 hours you’re likely to get 30-50 responses, some with experience in real estate. You’ll need to weed them down. Here’s how.

Right away you can eliminate any who made no effort to send a resume and cover letter tailored to this job.

Here is our response via email to everyone who sent both a resume and cover letter:

Hello (name of applicant),

Thank you for the response. I would like you to do two things before our interview over Skype. If you do both correctly, we will set up an interview within the next 24 hours, and you will be a top candidate.

Answer the following questions:

Are you able to work 8 hours a day/40 hours a week?

Are you looking for a long term position?

Why did you leave (name of previous employer)?

Do you have any initial questions for me?

You can add or take out questions. At this stage you're checking for their skill in written English and their ability to follow instructions.

To everyone who answers this message satisfactorily, send the next message.

I have attached a word document with step by step directions for a sample task. I would like you to follow the directions, and then send me back an Excel sheet with the correct information.

If you do this correctly, we will set up the interview for within the next 24 hours. If you have any questions, please email me!

Sample Task #1

The first task should be very easy, taking less than 15 minutes to complete.

Send me a list of the ten most populated cities in Florida.

Create an excel sheet with the following columns:
Parcel ID, Notes, Last Sale Date, Last Sale Price

The applicants who can do both of these, will be able to move forward. Many won't do it, which reduces the number.

Sample Task #2

This task needs to be difficult with many variables and take about 30 minutes to complete. Typically 1 or 2 out of 25 will complete it correctly. Choose a county you're familiar with to make sure it's possible for them. Including many steps, will show you somebody who will do the job well.

Go to the (name of county) property appraiser site and find me the following pieces of information for the first 100 duplex (2 unit) properties: Parcel ID, last sale date, sale price, tax value, property address, and ownership info.



Skype Interview

Those who pass the task phase, are ready for the interview via Skype. This is when you'll:

- Confirm their fluency in English
- Answer any questions they may have
- Explain your training process
- Talk about compensation and hours

How to Train Your VA

Training is most important because you'll want to ensure your VA is a master at what they'll be doing for you.

Don't expect them to teach themselves. Spell everything out in the beginning.

Check Connectivity

Ensure they have a strong internet connection and are working from home, not a library or other public place. In rural areas of the Philippines, Wi-Fi service isn't the best and public Wi-Fi is worse. A weak connection can really slow down their work.

We've had trouble with Wi-Fi in the past, so we have them send us a screenshot of their results from www.speedtest.net.

Use Videos to Train

Make screen share videos that show exactly every step of every task you want your VA to do. This way you can teach them to think exactly like you. It may seem like overkill, but it works.

They shouldn't start working until they've watched your training videos.

And later, if any problems come up, don't just explain via email. Make a video to respond to their questions. This prevents confusion.

Make the videos using Screen Capture software. We use these:

- Ink 2 Go
<http://ink2go.org/>
- Screen Record Studio (This is an app for Mac that I used to make the videos you're watching.)

Both allow you to record your screen, write on your screen, and record your voice.

After you've made your videos, store them on Google Drive. To share them with VAs it's easy to send them a link. All they need is a gmail.com address.

Polish up any remaining questions with a Skype call.

The Keys to a Successful Long-Term VA Relationship

Once you have a great VA you don't want to lose them. Here are some tips to keep the relationship going.

Consistent Communication

It's all too easy to rely on email alone and go for weeks without talking, but you need to keep in touch. Set up a Skype call every 2 weeks at a minimum. This can be just a 5-minute check in call.

Actually talking reminds them that you're a real person and vice versa. If you both have iPhone's, you can communicate via iMessage for free while you're both in Wi-Fi.

Backup Tasks

Always, always, always have a backup task or two for them to do when the software or websites they're working with go down. Rather than leaving them with nothing to do while they wait for the site to recover, they can go immediately to the back tasks like updating a database or doing research.

Switch it Up

When your VA has been working on the same repetitive tasks for weeks, it's extremely important to switch it up for a day. To avoid burnout, have them help you with a different unrelated project. Even if it's just a different county or state, it will show them they're important and needed.

Not many people do this, but your VA will appreciate it and won't want to leave to do something else.