Do You Have What It Takes To Be A Highly Paid Real Estate Virtual Assistant?

8 Characteristics You Must Have for this Fast-Paced Industry

CW Virtual Associates
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1 **Positive Attitude** – I'm sure you have heard attitude is everything, and yes it is! Real Estate is fast paced and sometimes tense depending on the situation. You need to have and maintain a good attitude even under pressure. You are a representative of your agent and your actions will reflect positively or negatively on that agent and his/her business.

2 **Excellent Communication** – You must have excellent communication skills so that you can convey pertinent information to the agent's client and other agents in a clear and concise manner. The client has many different people providing them information throughout the transaction, (Real Estate Agent, Home Inspector, Lender, etc.) so you must clearly identify who you work for and provide easy to understand information and direction. Be sure to continue to develop your written, verbal and listening skills.

3 **Organizational Skills** – You could be responsible for a good portion of the real estate tasks for your agent. Prioritizing and tracking is crucial to your position. Find ways to create or improve systems that will make it less likely for anything to fall through the cracks. Keep refining these systems as you go to keep them up to date in this ever-changing industry.

4 **Self-Motivation** – If you are seeking a career as a virtual assistant, you already possess this characteristic! You need to be able to pick up and run with tasks without a lot of direction. The Real Estate Agent is busy meeting clients and writing contracts and does not have a ton of time to spend reviewing every step you need to take daily. You will be most valuable to your Real Estate Agent if you know what to do and get it done without being asked.

5 **Technology-Savvy** – You do not need to be able to write programs and build computers, but you do need to understand the basics of working on the computer. There are many different programs that a Real Estate Agent may use in their business but for the most part they are similar. Once you've learned one you will be able to figure out other similar programs.

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6 **Problem-Solver** – As a Real Estate Virtual Assistant you will be called upon to solve issues that may come up. You cannot panic and instill fear into the client. You cannot rant or talk down the other agent. Your job is to remain calm and find a solution so that everything remains on track and deadlines can be met. Don't be the problem, be part of the solution.

7 **Reliable** – A good Real Estate Virtual Assistant needs to be able to manage tasks efficiently and effectively and complete them in a timely manner. Your agent depends on you to be available during working hours to assist them. Deadlines can make or break a deal in the real estate business, so be sure to monitor all deadlines. After working with an agent for some time you should be able to anticipate their needs before they vocalize them.

8 **Discreet**– There are many areas where confidentiality is key in your VA business. First, you may be working with more than one Real Estate Agent. You need to keep each agent's business practices and materials separate. You cannot share one agent's processes with another agent without permission. Second, you must keep all client information confidential. Throughout a transaction, you will learn a lot of personal information about clients that must be kept private including finances, marital or family issues, work related issues, etc. "Mum's the word!"

Becoming a Real Estate Virtual Assistant can be an interesting and lucrative specialization. If you do not currently possess all of these characteristics, let me show you how to develop them. You can do it!

Click the calendar to schedule a free 20-minute consultation with Cindy.

If you are interested in a career as a Real Estate Virtual Assistant, join me for *Real Estate Support Specialist Training, Transaction Coordination* starting on February 14, 2017.

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