The real estate playbook

Property runs on admin that has to happen before 9am and nobody in the office wants to do. It is the closest thing to a perfect offshore fit we place, with three genuine exceptions.

About 9 minutes to read

Agencies come to us at a predictable point: the rent roll has grown past what one property manager can service, the principal is doing listing admin at 10pm, and hiring locally means a full salary plus a desk for work that is mostly keyboard and phone. Property is unusually well suited to offshore support because so much of the load is scheduled, repeatable and screen-based.

Hand this over first

Ordered by how quickly it pays back. The first three are usually live within a fortnight.

Task	Why it moves well	Typical load
Listing preparation and portal uploads	Rules-based, template-driven, and the bottleneck is availability rather than judgement	Same-day turnaround on 15 to 30 listings a month
Inspection scheduling and reminders	Pure coordination, and it happens before the office opens	25+ inspections a week
Maintenance triage and follow-up	First response can be templated; only escalations need the PM	Cuts PM inbox load by roughly half
Tenant and landlord correspondence	High volume, low variation, benefits from someone who never forgets to follow up	Continuous
Routine and entry reports	Formatting and chasing, not inspecting	Weekly
CRM and database hygiene	Nobody in the office will ever do this properly	Ongoing
Lease renewals and rent reviews	Diarised, procedural, deadline-driven	Monthly cycle
Trust reconciliation support	Preparation and matching, under your licensee's supervision	Daily or weekly

Keep these three in the office

We would rather lose part of a placement than have an agency put us somewhere that creates a compliance problem. These are the three we push back on.

The systems question

This is the first thing principals ask and it is rarely the obstacle they expect. Every candidate we place into property is screened on the platform you actually run.

Platform	What we screen for
PropertyMe	Certified users on our bench; the most common request we get
REST Professional / Rockend	Trained users, tested on a live-shaped file
Console Cloud	Screened on request, smaller pool
Realtair, VaultRE, Agentbox	Sales-side workflow, listing and pipeline management
REA and Domain portals	Listing upload, media handling, compliance fields
DocuSign and equivalents	Contract preparation and chasing signatures

> **Access, not credentials**
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> Give your VA their own login inside your system with the permissions the role needs, not a shared password. Every platform above supports per-user accounts and an audit trail. Sharing the principal's login is common, and it is the thing that makes an incident impossible to investigate afterwards.

What tenants and landlords actually notice

The honest answer is that they notice response time, not accent. An agency that answers within the hour with the right information beats one where the local PM is too busy to call back for two days. Where it does matter is the phone: if a large share of your tenant base is elderly or your market is regional, test it with a small volume before moving all inbound calls.

A realistic first 90 days on a rent roll

Before your first property VA starts

- [ ] Their own named login in your trust and CRM platforms, with role-appropriate permissions
- [ ] Written escalation rules: what they handle, what goes to the PM, what goes to the principal
- [ ] Template library for the twenty most common tenant and landlord emails
- [ ] Clarity on which tasks require a licensed person to sign
- [ ] A named PM who answers their questions in week one
- [ ] Recordings of listing prep and maintenance triage being done properly
- [ ] Confirmation with your insurer and your licensee that the arrangement is understood

What it costs against a local hire

> **This part is interactive**
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> The savings calculator lives on the site, where you can put your own figures in: menaitalentconsultants.com

> **The second hire test**
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> If your rent roll is over about 250 properties and your PM is still doing listing admin, the maths usually favours a VA before it favours another PM. Below roughly 120, a part-time placement is normally the right size.