



Potential Duties for Your Real Estate Assistant

(Some May Require a Real Estate License)

By: Chalice Springfield, CEO/Managing Broker

Sears Real Estate—970-330-7700

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
97. Monitor your continuing education requirements
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!**



Submitted and written by:
 Chalice Springfield, CEO/Managing Broker
 Sears Real Estate
chalices@searsrealestate.com
 970-330-7700

