

Outsourcing Task Preparation Checklist

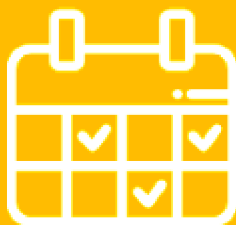
Many of the items commonly outsourced by real estate practices are described in a checklist format later in this document. We encourage you to think about each section and prioritize the listed tasks into a low, medium or high priority for your business since you know your business better than we do.

We have left space in each section for you to add additional tasks relevant to your circumstances. Feel free to write in these additional tasks relevant to your business and prioritize them along with everything else

Below is an example of how to complete the checklist

- Prioritise the tasks into **Low**, **Medium**, and **High**
- Write in any extra items specific to your circumstances.

Accounts Payable, Accounts Receivable, General Ledger, Payroll, Trust			
M	Commissions (tracking, reporting and payments)	M	Conjunction Reports (Commission splits)
L	Quality check invoice amounts vs what has been keyed into accounting system for payment	H	Process employee salaries / payroll
L	Bank statement reconciliations	L	Receivables rental payments
L	Pay trade invoices	L	Download daily banking (eg: Macquarie)
M	Direct debits processing	M	Raise invoices for Vendor Paid Advertising (VPA)
H	Manage the general ledger and reconciliations	H	Process credit card payments (PCI compliant)
L	Coding invoices	L	Reconcile suppliers statements to ledger
L	Key our rentals into trust		
L	Help Accounts Mgr QA		



A checklist of common outsourced real estate administration tasks

Below is a list of real estate administration tasks performed by outsourced team members. Please prioritize the listed tasks and add your own in the spaces provided.

Pre-listing Activities:

Property Data Suppliers			
	Real estate sales CMA reports		Rental CMA reports
	Generate automated property price estimates (AVM reports)		Perform ad/listing counts
	Suburb profile reports		Weekly auction results
	Property profiler reports		Add properties to property monitor for listed, sold, and rented alerts

Real Estate Portal Websites			
	Research properties on MLS listing portals		Perform searches looking for particular property features requested by buyers

General Administration:

Contract Management

	Prepare / pre-fill listing agreements		Exchange letters between buyers and sellers, conveyancers, and solicitors
	Pre-fill lease contracts for property managers		Pre-fill the purchase contracts (guided by salesperson)
	Perform title searches		Coordinate with the signatories
	Distribute contract copies		Filing of contracts and agreements

Listings Management (For Sale and/or Rent)

	Type listings into CRM system		Write listing descriptions (briefed by salesperson or property manager)
	Add, update, and change property photos, attributes, and price		Add, update, and cancel Inspection times
	Add auction times		Quality check the listing prior to submitting
	Touch up photos		Submit to various listing portals
	Add Sold Advice (when the property sells)		Remove from listing portals

Market Reporting

	Market share reports (count listings)		MLS reports (numerous)
	Sales Advice reports (for agents)		Ownership summary report
	Feedback reports (daily or weekly)		Market inquiry reports

Inspections

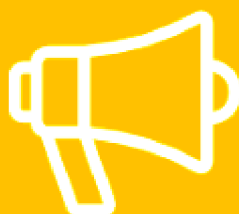
	Coordinate open home times		Publish modified open home times
	Call, SMS, and email interested parties when open homes are canceled		Collate post open home reports

Office Administration and Human Resources

	Order business cards for office staff		Prepare employment agreements for new staff
	Organize internal onboarding sessions		Organize the creation of required logins and passwords

Accounting Practices:

Accounts Payable, Accounts Receivable, General Ledger, Payroll, Trust			
	Commissions (tracking, reporting, and payments)		Conjunction reports (Commission splits)
	Quality check invoice amounts versus what has been keyed into the accounting system for payment		Process employee salaries/payroll
	Bank statement reconciliations		Receipting rental payments
	Pay contractor invoices		Download daily banking
	Direct debits processing		Raise invoices for Vendor Paid Advertising (VPA)
	Manage the general ledger and reconciliations		Process credit card payments (PCI compliant)
	Coding invoices		Reconcile suppliers statements to the ledger



A checklist of common outsourced real estate marketing tasks

Below is a list of real estate marketing tasks performed by outsourced team members. Please prioritize the listed tasks and add your own in the spaces provided.

Property Marketing:

Social media administration and management

	Administer the posting of listings and content to social media sites		Book newspaper ads
	Creative writing		Posting of property videos to Youtube
	Ad hoc posting of images and content to the company website, blog, and social media		

Basic creative services

	Basic photo touch-ups		Drawing (simplified) floor plans
	Overlay company logo watermarks to photo imagery		

Advanced creative services

	Creating brochures		Advanced photo touch-ups
	Listing video editing		Design window cards
	Design logo		Produce monthly newsletters
	Design DL flyers		Design and layout real estate booklets/magazines

Creative writing support

	Writing/editing listing descriptions		Writing/editing social media and blog posts
	Content editing of brochures		Writing general ad copy
	Quality checking of content for grammar and spelling		Proofreading

Marketing support and administration

	Brochure ordering and preparation		Ordering and preparation of Just Listed cards
	Signboards ordering and preparation		Overlay company logo watermarks to photo imagery
	Ordering floor plan drawings		Ordering rental cards, window cards, and signboards
	Ordering real estate creative from print suppliers		

Business / Agent Marketing:

Testimonials

	Contact buyers and sellers seeking testimonials		Perform telephone and Skype interviews
	Transcribe interview		Draft a one-page testimonial
	Send to broker / agent /property manager for approvals		Send to client for approval
	Send to marketing team for publication		

Social Media Administration

	Manage SMS opt outs		Manage email unsubscribers

Advanced creative design

	Design event posters		Design internal promotions and competition flyers
	Layout internal manuals		



A checklist of common outsourced property management tasks

Below is a list of property management tasks performed by outsourced team members. Please prioritize the listed tasks and add your own in the spaces provided.

Pre-listing Activities:

Lease documentation and legal			
	Prepare listing agreement for broker/agent		Prepare sales contract for broker/agent
	Follow up on all parties to sign		Prepare lease contract for the property manager
	Prepare and issue new lease letters		Prepare and issue legislation based notices
	Prepare and Issue vacate notices		

Listing Administration (<i>also see Real Estate Marketing</i>)			
	Rental cards/window cards		Order signboard and organize installation time with seller and signage provider
	Submit rentals to listing portals		Modify and take down rentals when leased

Incoming Landlord Activities:

Redirections

	Advise redirections: owner HOA, property tax and county notices		Prepare redirection letters (using your merge templates)

Applicant Background Checks

	Ring and email former tenants, former landlords, and former property managers		Employer background and income checks
	Driver's license check		Check applicant's supplied bank statements
	Conduct credit checks		

Security Deposit

	Assist with managing security deposit		Reconcile security deposits

Property Lifecycle Management

Property Inspections

	Coordinate and book the periodic inspection times (send reminders and letters)		Send notice of inspection letters and SMS, email, and phone call follow-ups.
	Send entry notice		Organise rental inspection times with the parties
	Answer tenant and landlord questions		Coordinate property manager calendars

Reports

	Compile condition reports (With guidance from the inspecting agent)		Remind property managers to send condition reports (or send on their behalf)
	Collate data and complete periodic inspection reports		Ownership summary report
	Tenancy inspection report		

Rent Reviews

	Prepare Rental CMA for property manager		Prepare Rental Activity report
	Suggest weekly rental value for agent		Prepare 60 Days notice of Rental Increase letters and post them (Email copy to Landlord)
	Tenancy Inspection report		

Landlord Management

	Maintain landlord records in CRM		Chase for repair approvals

Lease Renewals

	Prepare and issue the lease renewal docs		Issue notices to tenants
	Follow up tenants with phone calls, email, and SMS		

Accounting & Trust

	Accounts payable & accounts receivable		Trust account receipting
	Receipt invoices		Help coordinate and prepare end-of-month rollover
	Check the ledger for payments as new properties are leased		Commission splits and reporting
	Pay contractor invoices & raise an invoice for the landlord		Check statements and chase down additional charges and assign to landlord account
	Pay water, tax, HOA, insurance, etc.		Payment of holding fees/security deposits

Property Repairs & Maintenance

	Lodge repair request		Search for approved contractors
	Accept contractor quotes for repair (if below agreed threshold)		Source local contractor
	Send work orders to contractors		Coordinate repair approvals (property managers and landlords)
	Collate photos before and after repairs		

Arrears Management

	Chase landlords and tenants for late payments		SMS reminders and phone calls
	Chase landlords for late utility payments		Chase tenants for late rental payments
	Prepare arrears letters for property managers		Manage the arrears escalations process (back to the property manager for debt collection decision)
	Administer tenants on payment plans (document the plan and chase)		
	Issue eviction notices		

Outgoing Tenant Activities:

Outgoings

	Coordinate the changing of locks		Organise final inspection times
	Coordinate cleaners and repairs		Send vacate pack to outgoing tenants