

DRAFT
VISION

To build a team that helps manage my business.

As we begin our work relationship (Phase I - Marketing), the tasks I will delegate to you for completion are:

Homegain (sellers only): Enhance agent template content and respond within 8 hours (?). Goal is to get 1 listing (?) a month. I will review enhancements to template and provide VA content information as requested. All email leads from Homegain will be automatically forwarded to VA's address. Emails from Sellers will be sent to me for reply. Deliverable: monthly report includes success rate of proposals (# listed/# submitted) and recommended enhancements.

Realtor.com: Enhance and maintain page content and boost traffic (set goal for traffic?). I will review changes. VA will respond to and track Xlerator leads (set goal for leads?). Email drip-mail marketing campaign (?) as needed. Deliverable: monthly report includes boosting traffic success (measure?) & leads/quality success (measure?) and recommended enhancements.

Homes & Land Magazine: Create print ads with picture for my approval. Deliverable: monthly ad and recommended enhancements.

Additional tasks for 2d – 3d quarter

SoldonVa website: Manage content and boost search engine positioning and link popularity. Develop 12 month (?) drip mail campaign for prospects. VA will recommend changes to boost traffic to me. VA will advise me when I should call a prospect. Deliverables: monthly report includes number of prospects and results of effort to boost traffic and recommended enhancements.

Expired Campaign: Develop and run Expired campaign. VA must be experienced in dealing with Expires. I will review campaign and provide VA information as requested. Goal is to get 1 listing (?) a month. Deliverable: monthly report includes success rate of campaign (# listed/# contacted) and recommended enhancements.

FSBO Campaign: Develop and run FSBO campaign. VA must be experienced in dealing with FSBO. I will review campaign and provide VA information as requested. Goal is to get 1 listing (?) a month. Deliverable: monthly report includes success rate of campaign (# listed/# contacted) and recommended enhancements.

Phase II Tasks (Listing, Buyer and Transaction management and complete website maintenance added to Phase I tasks)

Phase III Tasks (Key role in running entire business)

