



Real Estate Support Pod Guide

WITH BEC HALTON



PROPERTY MANAGEMENT POD



**SENIOR PROPERTY
MANAGER**



**REMOTE
PROFESSIONAL**



**LEASING
CONSULTANT**



**JUNIOR PROPERTY
MANAGER**

SENIOR PROPERTY MANAGER

- Landlord Relationships
- Phone Communications
- Face to Face Meetings
- Tenant Escalations
- Negotiating
- Dispute Resolution
- Identifying Opportunity
- Maximising Returns

JUNIOR PROPERTY MANAGER

- Physical Routine Inspections
- Tenant Routine Feedback
- Drafting Reports for SPM
- Physical Entry Condition Report
- Drafting Entry Report for SPM
- Physical Vacate Inspection
- Drafting Vacate Inspection
- Leasing Inspections

LEASING CONSULTANT

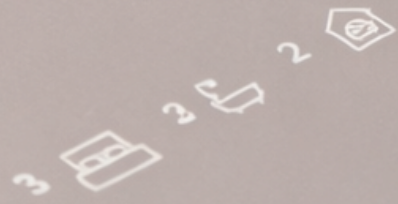
- Finalise Marketing Instructions
- Advertising process
- Landlord Communication
- Coordinating Leasing Inspections
- Application Approval
- Tenant communication
- Support Offshore Leasing
- Maximising Returns

REMOTE PROFESSIONAL

- General Tenant Communications
- Maintenance Management
- Senior PM Task Preparation
- Compliance
- Administration Tasks
- Email Management
- Trade Communication
- Data Management



**THE RIGHT POD
STRUCTURE PROTECTS
PERFORMANCE.**



SALES ADMIN POD



**SENIOR SALES
ADMIN**



**REMOTE
PROFESSIONAL**



**MARKETING
ADMIN**



**CONTRACTS
ADMIN**

SENIOR SALES ADMIN

- Vendor & Buyer Comms
- Appointment Confirmation
- Supplier Coordinator
- Office-Based File Control
- Auction Day Support
- Compliance & Listing Docs
- Prepare Listing Kits

CONTRACTS ADMIN

- Following Up Special Conditions
- Coordinating with Solicitors
- Tracking Contract Dates
- Settlement Coordination
- Coordinating Compliance Forms
- Preparing Contracts
- Compliance

MARKETING ADMIN

- Social Media Management
- Design & Coordinate Collateral
- Agent Marketing Portals
- Agent Marketing Plans
- Corporate Marketing
- Newsletter, EDMs & ActivePipe

REMOTE PROFESSIONAL

- Buyer Enquiries
- Database Management & Cleaning
- CRM Hygiene
- Email & Calendar Management
- Realtair Proposals
- Prepare & Issue Contracts



ABOUT WINGMAN GROUP



OFFSHORING GUIDE FOR REAL ESTATE

TASKS YOUR REMOTE PROFESSIONAL CAN DO

Administration	Marketing	Database Management
Updating Contacts in CRM System (e.g. Vault, Rex, AgentBox).	Using Canva, RealHub, CampaignTrack to Create DLs.	Cleaning Contacts and Properties in Database.
Tracking Buyer and Seller Interaction.	Managing Social Media (Facebook, Instagram, YouTube).	Merging and Cleaning OFI Attendees in Database.
Adding New Property Listings (realestate.com.au, domain.com.au).	Creating Content for Social Media (Just Sold and Just Listed).	Searching OFI Attendees in ID4Me and RP Data to check property ownership.
Monitoring the Sales Funnel and Pipeline.	Sending eDMs and Newsletters (CRM, ActivePipe, MailChimp).	Creating Daily or Weekly Call Lists with RiTA.
Assigning Tasks and Reminders for Agents.	Create Signboards, Brochures, and OFI Packs.	Monitoring and Updating Pipeline in CRM and Excel.
Creating Appraisals or Proposals Based on Template (e.g. Canva, InDesign, Realtair, Engage).	Prepare and Send eBrochures.	Adding New Leads to Pipeline and CRM.
Book Photographer or Videographer.	Send Email to Vendor and Buyer for RateMyAgent/REA review.	Creating Expired or Withdrawn Call Lists.
Book Stylist and/or Trades.	Draft and Send SMS Campaigns to Database.	Monitor Potential Seller Activity on Realtair Proposals and Marketing Materials.
Prepare Weekly Vendor Reports.	Running Just Listed/Just Sold Paid Meta Ads Campaigns.	Creating Expired or Withdrawn Call Lists.
Create and Send Contracts.	Post Just Listed/Just Sold Stories on Instagram.	Tag and Segment Contacts e.g. buyer, seller, investor, landlord.
Load Contracts into CRM (e.g. Vault, Rex, AgentBox).	Responding to Messages and Comments on Social Media.	Assign Follow-Up Reminders and Tasks to the Agent.
Create Property Fact Sheet and WhatsApp Vendor Group.	Creating Weekly Reports on Social Media Ads and Posts.	Set Up Automated Birthday, Post-Sale, Anniversary Messages.
Request Rental Appraisal.	Resize and Watermark Property Photos.	Maintain Privacy Compliance.
Request DBYD, Form 2 Sellers Disclosure, Flood Map etc.		Record Referral Sources e.g. social media, past client, OFI.



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