



## **Hands Off Land Investing With Virtual Assistants**

**Refer to REI Conversion Podcast Episode #015 ([www.reiconversion.com](http://www.reiconversion.com))**

By David VanSteenkiste of The REI/Land Navigator Consulting Program

Much of my philosophy comes from a white paper by Erland Bakke and Regina Evangelista of [www.mroutsource.com](http://www.mroutsource.com) called Outsourcing Mastery. \*Note, this document was copyrighted in 2013 so some of the tools mentioned might be outdated, but the principals, especially related to your mindset and process of managing VAs, and understanding Philipino culture has not changed. \*I have no affiliation with Mr. Outsource, nor have I used them (not that I wouldn't), but their white paper is great.

- **Mindset**

- Set your expectations:
- There is no effortless magic. Not even if you use a company like Land Masters, who specialized in the land business.
- Even if you go with a higher end VA company like Rocket Station and others, you still must put in the work up front to design and document your processes and train them.
- You also must be gracious and expect mistakes and expect a learning curve.

- **Important principles in delegating work:**

- Be as clear as you can be, especially if it is a unique or first time task.
- Put it in writing and even better these days, use a video app like UseLoom.com.
- Ask the VA to write back to you their understanding of the instructions. Many times a VA has replied to me and had 90% of the understanding is correct. So this method saves a lot of time and frustration. \*Understand that it is a culture that has difficulty saying no, or feeling embarrassed that they don't fully understand. So be very kind and make an effort to understand the culture.

- **What I like about using a company vs individual VA:**

- Example: Land Masters. Because the majority of their VAs work at the same office and they specialize in land, if one quits or gets sick, you won't be dead in the water, needing to find and train a new VA from scratch. Because they work with so many land investors, even though the new VA may not instantly understand exactly how you like things done, they will have a basic understanding of the key tasks. They will also have a basic understanding of some of the common tools used such as Podio, Landspeed, Hubspot, Gsuite, Lastpass, mailer lite, mailchimp, Trello, creating ads in wordpress, Facebook and the common land advertising sites, etc. They will also have some knowledge of the various stages of the land business.

- **Combining a US based VA with overseas VAs:**

**David VanSteenkiste-Land Investing Consultant**

| 866-707-3478 | [david@milehighequity.com](mailto:david@milehighequity.com) | [www.REINAVIGATOR.COM](http://www.REINAVIGATOR.COM) | [www.milehighruralland.com](http://www.milehighruralland.com)



- When you get to the point that you can afford this, it is ideal for really outsourcing your business.
- I use my US based VA to manage my overseas VA's so that I don't need to. We keep the USVA working on higher level tasks only and outsourcing the rest.
- I am at a point where the only things my VA team cannot do are make payments or sign deeds. But you could easily authorize deed signing with your US based VA.
- **My team structure:**
  - **US VA Responsibilities**
    - Manages all systems and technical/IT aspects of the business. If the PH VAs are experiencing problems with a tool or resource, they go to the USVA and she either fixes it or finds someone to fix it without the need to involve me.
    - Training VAs and documenting processes or assigning PHVAs to document.
    - Processing seller calls and intake.
      - Validating comps/offers and negotiating with sellers.
    - Delegating to PHVAs all other tasks and overseeing quality and timelines to completion.
    - Sales
  - **PH VA Responsibilities:**
    - Due diligence
    - Closing
    - Marketing execution (add copy, placing ads, running the email sequence and deals of the week, etc)
    - Lead follow up (reviewing sales leads and replying via email with appropriate answers and links or escalate to USVA to call if hot).
    - Processing sales contracts
    - Set up of Loans in Geek Pay and client management
    - Special projects
  - **PH VA Roles:**
    - **Due Diligence VA:** This is the trickiest find because you can't mess this up. While the lower paid PHVAs can do much of the work for due diligence, you need someone good who can research chain of title. My primary DD VA is not with Land Masters. But she worked for First American Title for 15 years in Manilla. I pay more, but I know the work is right. If she gets really busy and becomes a bottleneck, she will delegate the less crucial dd work to a VA at Land Masters to help speed up the cycle. But she will double check their work.
    - **My Kelly Girl:**

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- My main VA has been with me since 2015. She knows how to do everything in my business now. She works for Land Masters and also knows that there are people at LM whom are better than her at certain specialties. I.E writing ad copy.
- Placing ads
- Newsletter
- Responding to sales leads from all platforms except phones.
- **Ad copy VA:** There are a couple of people at LM whom write pretty good copy, especially since English is a 2nd language. If they are super busy, then I can have my US VA do it or I do it or my wife. But this should be done well.

**Tools/Resources I either use or recommend to stay organized working with your VA(s).**

- **Landspeed/Podio:** Workflow & CRM. Manage your deals and your leads every step.
- **Websites:** REI Conversion
- **Useloom.com:** for instructions and marketing and sales.
- **Trello:** A great dashboard to put everything into one place (Free)
- **Hubspot:** Sales CRM
- **Mailer Lite:** email automation and campaigns
- **Gmail:** general email
- **Gsuite:** Saving and sharing files
- **Telegram:** Easy, instant communication

**Final thoughts:** If the workload you have for your PHVA is up and down, on the slow weeks, tip them. I pay via paypal which has an allowance to leave a tip. \$5 or \$10 isnt going to kill you. Give Mocha Frappuccino or two. But \$5-\$10/wk makes a big impact on your VA. Besides, givers get.

Be sure to support them. Communicate daily. Ask them how their day was, if they are struggling with anything and what you can help with. Show that you genuinely care. Develop the relationship so that they want to do good work for you, not just for money.

I hope these pointers were helpful. If you want to go deeper you can book me for consulting.

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## The REI/Land Navigator Consulting

By David VanSteenkiste

### Who is this for?

1. Slightly experienced land investors who have taken a course, done a few deals and have their web site and the basics set up. You are looking for some affordable consulting to fill in the holes in your business without breaking the bank on expensive guru programs.
2. Beginners who have been listening to podcasts but have been afraid to pull the trigger. Maybe due to cost, or perhaps you are not sure that you have the time to run a full blown land business with your work schedule. *We have a solution for that, which focuses on acquisitions only. We have a partner who will take it from there. They will fund the deal, market it, sell it and pay you out a nice split. \*If this is you, we can design your consulting to be heavy on the acquisitions side and make you a deal finding dynamo. \*You can always switch to the full blown model later after experiencing success. But let the business fund your expansion, not your savings account.*

### Meet Your Consultants:

*My name is David VanSteenkiste, founder of Mile High Rural Land and Liberty Land Sales. I have been a real estate investor since 2012. I have flipped about 20 houses and accumulated 5 rental homes.*

*In 2016 I added land flipping to the mix, and have done roughly 150 land deals since mostly part time while holding a full time job.*

*I studied one course over a weekend and started doing deals. I have never taken coaching myself, but found myself many times just needing someone to consult, someone to call and hold my hand just when I was stuck on something. I found a couple of mentors in the business who were gracious enough to help. But their time is valuable. Its hard to find mentors like that. This is partly why I am consulting. The other reason is that the extra stream of income will help accelerate exiting the rat race. But we believe in "great value and a fair price".*

Between my partner, Holly Thomas and I, we have worked on several hundred deals. We have worked together for about a year and she has worked with several other land investors, build their systems, managing their VAs, etc. Today, Holly keeps my land business going.

Together, Holly and I will both consult with you, depending on your deeds. I will consult on more of the strategic parts of your business, where Holly will handle the more tactical components, with a few exceptions.

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