



Operation Manager (OM) Task List

Below is a list of the typical tasks to outsource to your local Operations Manager. Your tasks list may vary slightly depending on other sources you may opt to use (such as Patlive.com for phone services). Remember, with a fully capable, rock star OM, you can easily maintain at least 15 markets with just this ONE team member allowing him to outsource his/her preferred task to your VA.

- 1) Assist in researching and identifying target markets - OM's should be performing market research to identify the amount of co-wholesalers in each targeted market.
- 2) Send out email introduction to each co-wholesaler.
- 3) Phone introduction to each co-wholesaler- Make sure they are great on the phone and understand the business model. Any question they don't have a answer to = "I will pass this along to my manager and get back to you shortly"
- 4) Compose Excel data sheet for all Co-wholesalers who have given permission to market their properties to your list.
- 5) Building cash buyer list in the identified target market - Pull a list from Freedomsoft or similar cash buyer system and send that list to a mail fulfillment center to stuff and send out the cash buyer letter to the list
- 6) Stuff and address the cash buyer letters
- 7) Answer incoming calls from cash buyer campaign, use cash buyer questionnaire, build relationship and use question based selling.
- 8) Record all cash buyer pertinent data into excel spreadsheet for the appropriate market



- 9) Manage and maintain the email service (ex: Getresponse.com or Aweber.com) - OM's should be deciphering incoming properties from co-wholesalers, editing the emails for preparation to send out to the appropriate cash buyer list.
- 10) Obtain all information requested by buyers - viewing instruction, quotes, etc.
- 11) Get Marketing Fee Agreement signed by co-wholesaler BEFORE introducing your buyer to co-wholesale
- 12) Sending contract to closing attorney
- 13) Keep all buyer and co-wholesaler list organized and cleaned - Clearly maintain each list for each respective market. Remove any none performing, or unrelated contact info from each market's spreadsheet. The Goal is a clean, responsive list.