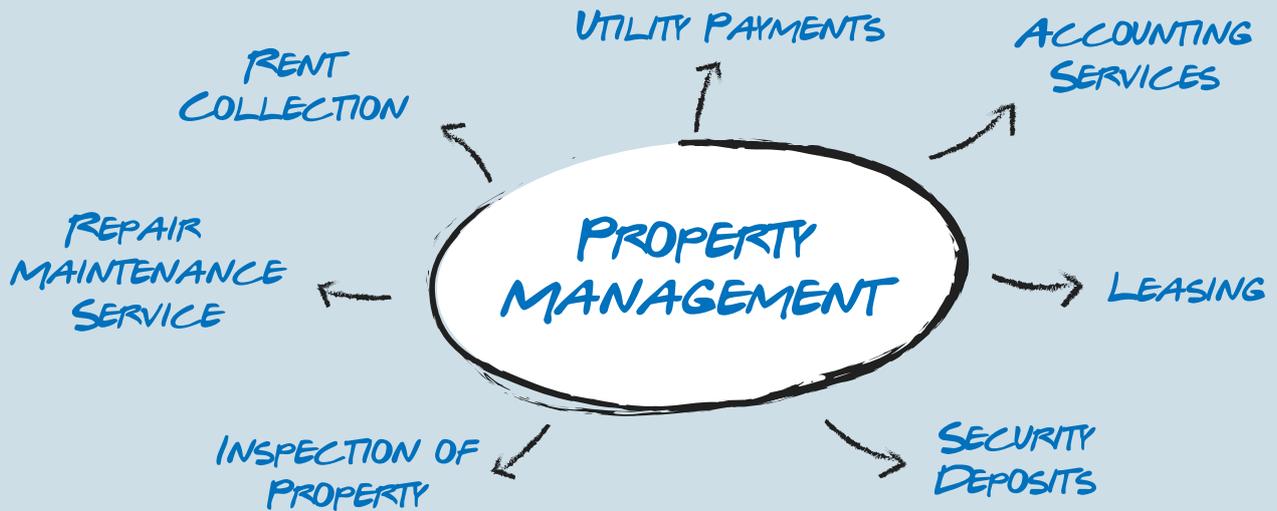




7 Steps to Successfully Outsource Property Management Tasks

Establishing and growing your outsourced property management team



Get more done, reduce your labor costs and improve your customer experience

When you are running a busy and successful real estate business, you are no doubt struggling to find the hours in the day to grow your property sales and property management divisions. This is where outsourcing with Cloudstaff can really help.

Why outsource your property management tasks?

Cloudstaff outsourcing makes it affordable to hire and build an experienced, high-performing property management team that will help you grow your real estate business.

Outsourcing provides an opportunity to build the team you need to deliver a customer experience that sets your business apart from your competitors and helps you maintain a loyal and ever-growing customer base. It offers an incredible range of benefits for your business in a wide range of roles for a fraction of the price of hiring locally.

Outsourcing can be used to support existing staff and departments, to expand the capabilities of your teams or extend your hours of operation and provide a better customer experience.

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Key benefits for property management teams



Save time and increase profits

Outsourcing your back office workload to Cloudstaff helps your onshore team be more efficient. They have more time to engage with clients and focus on revenue-generating activities that will help your business grow.



Deliver a better customer experience

Delivering a great customer experience is one of the best ways to build brand loyalty and grow your business. Unfortunately though, the cost of delivering outstanding customer service can be prohibitive.

Outsourcing with Cloudstaff makes it affordable to service, support and nurture your customers, building strong, long-term relationships that help drive business growth.



Improve brand presence

Your Cloudstaff marketing assistants can manage your web portal listings, as well as assist with the creation of DM mailers, newsletters, flyers and magazines.



Close more deals

Give your sales team the support they need. Your Property Administration Assistants also perform sales admin tasks like helping to create property reports, market research and even assembling Comparative Market Analysis (CMA) reports for your sales team's vendor presentations.



Grow rent roll and profitability

Cloudstaffers optimize the costs of running your rent roll and give your local property management team the time they need in their day to focus their energy on growth.

Your Cloudstaffers can assist with leasing, inspections, property marketing and even trust accounting.

Supporting roles

Outsourcing time-consuming, repetitive tasks frees up the time of your key staff, allowing them to focus on the things that matter most to your business. These roles are designed to support your existing onshore staff and drive efficiency. Supporting roles are typically any process-driven role. These roles can range from simple data entry to complex workflows like routine inspection reporting, organizing entry notices and coordinating repairs and maintenance tasks with your trades.

Expanding capabilities

The benefits of outsourcing extend beyond process-driven tasks. Complex roles can be outsourced as well. A high-performing property management team might utilize a number of different skills. These might include content writing, graphic design, marketing, social media management, website development and even software development. Some real estate businesses build entire departments of offshore staff to support their core business units. For example, outsourcing makes it possible to hire an entire marketing team designed to deal with the specific needs of their property management teams at a fraction of what it would cost to have an agency perform the tasks without sacrificing quality.

Time shifting tasks

Many administration tasks are perfect for outsourcing. Data entry, research, and form processing are roles that are well suited for outsourcing, however, in some situations, these processes may block other tasks from being performed.

Outsourcing gives you the ability to time shift tasks to improve operational efficiency. Time shifting is simply offsetting the start time of certain roles to reduce processing bottlenecks that can reduce the efficiency of your key staff or affect the levels of customer service you can provide.

For example, you may need to process data collected during the day. By offsetting the start time of the data processing team, the processing backlog will be completed, ready for the primary team the next day.

Common roles for property management teams

Finance

Accountants, Bookkeepers, Arrears and Invoice Administrators

Marketing and Creative

Social Media Managers, Creative Designers, Content Writers, Advertising Managers, Videographers and Photographers

Leasing and Renewals

Lease Processors, Researchers, and Renewal Administrators

Inspections

Inspection, Repairs and Maintenance Administrators

Administration Staff

Sales and Customer Support Staff, List Managers, Contract Administrators, Back Office Assistants, CRM Managers, Appointment Setters

Outsourcing property management tasks in sequence for better results



Roadmap to grow your outsourced property management tasks

Step 1:

Start with tenancy applications team

Your Cloudstaff team will:

- ✔ Handle tenant queries
- ✔ Book lease inspections
- ✔ Book viewing times
- ✔ Complete property inspection processes

Your strategy:

Inspect the property with the prospective tenant.

Once the application is approved, initiate the new tenant process with your team.

Step 2:

Add a lease renewals team

Your Cloudstaff team will:

- ✔ Create lease renewal agreements
- ✔ Chase parties for signed contracts
- ✔ Process smoke alarms for signed leases
- ✔ Perform vacate premises steps

Your strategy:

Property manager sends lease renewal instructions from the owner to the team.

Once terms have been negotiated, instruct the team admins what to include in the document.

Step 3:

Add a repairs and maintenance team

Your Cloudstaff team will:

- ✔ Create work orders
- ✔ Request repair quotations
- ✔ Schedule maintenance tasks
- ✔ Issue entry notices for maintenance
- ✔ Invoice processing

Your strategy:

Property manager will seek approval from owner (depending on the size of the quote).

Step 4:

Add routine inspection processes

Your Cloudstaff team will:

- ✔ Generate a list of properties due for inspection
- ✔ Do route mapping & planning
- ✔ Send the inspection schedule for approval
- ✔ Send routine inspection notices to tenants
- ✔ Send calendar notices to property manager

Your strategy:

Once the route is approved, the property manager can grab their keys and undertake the inspection run.

Step 5:

Engage a small arrears team

Your Cloudstaff team will:

- ✔ Chase rent arrears for 1 to 7 days
- ✔ Issue breach notices for 8 days and above
- ✔ Process your procedural vacate packs
- ✔ Perform your break lease process

Your strategy:

Scale the number of team members in line with the size of your rent roll.

Following this plan allows you to increase the number of property managers serviced by your team by one a month.

Step 6:

Add signage & marketing processes

Your Cloudstaff team will:

- ✔ Send direct marketing emails
- ✔ Manage signage
- ✔ Send entry notices for inspections

Your strategy:

Property manager to attend the inspection.

Step 7:

Add quality assurance and reporting

Your Cloudstaff team will:

- ✔ Create your monthly reporting pack
- ✔ Produce cost management reports
- ✔ Report on inactive occupancies and account balances
- ✔ Perform a compliance check of vacant properties not marketed
- ✔ Quality check invoices for correct cancellation
- ✔ Accept complaint handling and escalations from unhappy tenants
- ✔ Check monthly end-to-end disbursements
- ✔ Report on legislative changes

Your strategy:

You are nearing the end of your outsourcing steps.

Switch to performance tuning. Just because you've always done it "this way" does not mean it remains the most efficient and effective way when outsourcing.

Challenge yourself and your team to spend a little time looking inwards.

Set up team challenges that reward suggestions that help to tune and refine your steps.

Rent portfolio to team size ratio

Below is Cloudstaff's guide to sizing your outsourced property management team to match your rent roll. These are estimates based on our past experience. The final number of staff you engage will depend on your specific circumstances and the combination of property management functions being performed.

500
Properties

3 Cloudstaffers

3x Team members



1000
Properties

5 Cloudstaffers

1x Team leader
4x Team members



2000
Properties

8 Cloudstaffers

1x Team leader
7x Team members



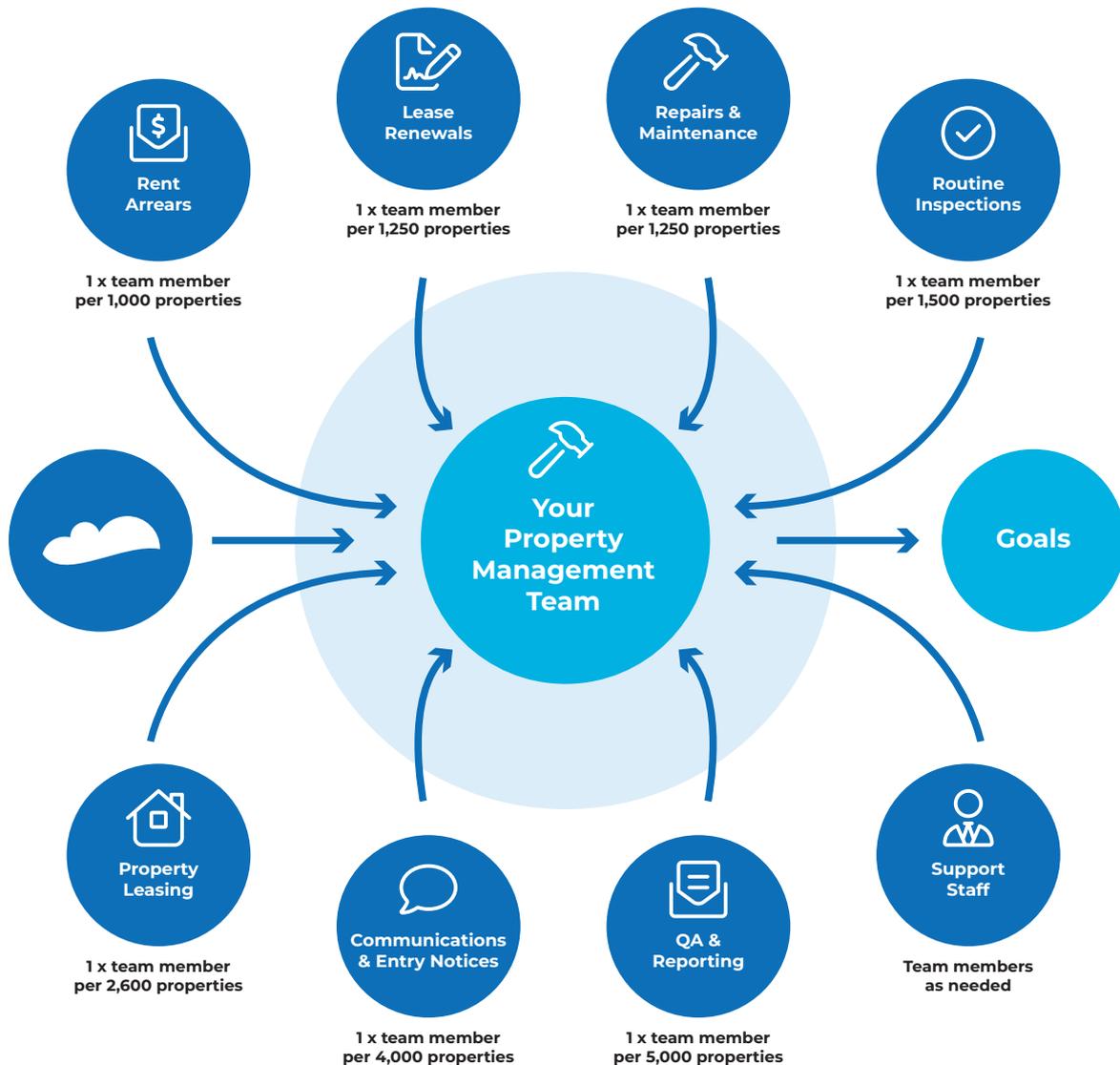
4000
Properties

14 Cloudstaffers

2x Team leaders
12x Team members



Building and growing your offshore team



Allowing you to focus on what is important

At Cloudstaff, we remove the risks associated with traditional hiring. We provide the workspaces, hardware and peripherals, recruitment, HR, payroll, and office support. We take care of almost all the day-to-day needs of your staff, allowing you to focus on the things that are most important to your business.

It's your team.

- ✔ Defined by you, recruited by us
- ✔ Screened by us, hand-picked by you
- ✔ Employed by us, integrated by you
- ✔ Skilled by us, trained by you
- ✔ Supported by us, managed by you

Why Cloudstaff?



We're an Australian-owned and operated company

Cloudstaff is an Australian-owned business. With growing revenues, we are able to reinvest in our business and continue to grow without compromising service quality.



Experience

Cloudstaff has one of the most experienced leadership teams in the industry. Our account managers and industry experts are committed to your success and will help you optimize your team.



Innovation

The Cloudstaff Platform has been specifically designed to remove the barriers associated with remote teams. It simplifies team management and provides complete visibility and control of your team in real-time.



Enterprise grade data security

You can be confident that your data and intellectual property is kept safe at all times. We have strict physical and data security protocols as standard and can add any measures you require.



98.1% staff retention

Cloudstaff leads the field with a retention rate of 98.1%. For customers, this means increased productivity, less time lost to re-training and a higher ROI.



Building the #1 Workplace in the Philippines

Our workplace and unique culture attracts the top 5% of very talented Philippines employees to work for you.



World-class facilities

We operate out of first-class business suites with high-end infrastructure. All Cloudstaff offices are strategically located close to staff residential areas and public transport hubs for faster travel times & fewer delays.



No hidden costs

We make billing simple with one easy monthly payment, with no hidden costs and no surprises. Our pricing is completely transparent.

Why the Philippines?



Culture

The Philippines has thoroughly embraced Western culture. The cultural compatibility and friendly nature of Filipinos make them an ideal match for businesses requiring friendly customer service and staff.



English language

The Philippines is the third most populous English-speaking country in the world. English is one of the two official national languages and is the formal language used in schools, universities, business, and the courts. Most Filipinos speak high-level English with neutral accents.



Business stability & investment

The Philippines has a stable system of government and a strong economy consistently growing at approximately 6.5% per year. The outsourcing industry also receives significant support from all levels of government along with heavy investment in transportation systems, digital connectivity networks, and business-friendly strategies.



Career professionals

Western businesses suffer from high staff turnover for low-level positions that involve repetitive tasks. In the Philippines, it is much easier to find dedicated staff who are committed to long-term career employment. For businesses, this means far less hassle and expense for recruitment, training, and domain knowledge loss.



Education & skills specializations

There are over 2,300 higher education facilities in the Philippines, and education has become a very high priority for many Filipinos. This has created a massive talent pool to draw from and makes it easy for us to find highly educated staff with specialized skills that perfectly fit your needs.



Time zone compatibility

Your staff can work to any time zone that you require, but if you would like to have them work regular business hours, the Philippine time zone is uniquely placed to conveniently service Western businesses. The Philippines shares a time zone with parts of Australia and has an overlap period with both the US and UK.

**Find out how
Cloudstaff can help you
build high-performance
property management teams.**

Cloudstaff has over 10 years of experience helping companies build high-performance offshore workforces.

Our real estate outsourcing specialists will contact you to discuss your goals and work with you to build a team of experienced property management staff that will support your existing teams and help your business grow.

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