

# What is a Virtual Assistant?

## Virtual Assistant Definition\*

A Virtual Assistant (or VA) is a professional service provider who specializes in providing remote administrative office support services as an independent contractor who works with clients in an ongoing, collaborative professional relationship.

Virtual Assistants work from their own offices and utilize today's technology to deliver their services and communicate with clients.

A Virtual Assistant's support is foundationally administrative, secretarial and clerical in nature. However, many Virtual Assistants offer additional specialties that fall under creative and technical services.

Virtual Assistants come from a variety of business backgrounds, but the single-most important qualification to become a Virtual Assistant is at least five (5) years administrative experience earned in the real (non-virtual) business world working in upper level capacities such as administrative assistant, executive assistant, secretary, legal assistant, paralegal, legal secretary, real estate assistant, office manager, etc.

From this level of experience, a VA is expected to possess the skill sets, training and business knowledge which are the hallmark of a truly qualified Virtual Assistant.



\* Definition provided by the Virtual Assistance Chamber of Commerce™

# Pricing

Our Virtual Assistants have an hourly price range from \$15 to \$55 per hour. Some jobs done by our Virtual Assistants are on project basis. Please call us today to get a free consultation. We can help!



**“You’ve Got Deadlines,  
We’ve Got Your Answers!”**

Hours:  
Monday – Saturday  
7:00 am to 8:00 pm

408 E. Wea  
Paola, KS 66071

Home Office: 913.294.4333  
Mobile Office: 913.908.1914  
Fax: 913.322.8231  
Email: Jason@CEOVA.com  
Website: www.CEOVA.com

**The CEO's Virtual Assistant**



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## What do our Virtual Assistants do?

- ◇ **Presidential Office Services**
  - Personal Shopper
  - Time Management
  - Travel Arrangements
  - Event Planning
- ◇ **General Office Services**
  - Data Entry
  - E-filing
  - Contact Management
  - E-mail Management
- ◇ **Account Manager Services**
  - Constant Contact
  - Up-to-Date Record Keeping
  - Presentation Creation
  - Time Management
  - Meeting Confirmations
  - Database Management
- ◇ **Graphics Services**
  - Web Design
  - SEO (Search Engine Optimization)
  - Logo Creation
  - Website Graphics Design
- ◇ **Marketing Services**
  - Drip Campaigns
  - Newsletters, Brochures, etc....
  - E-mail Campaigns
  - Branding
- ◇ **Accounting Services**
  - Month End
  - Day-to-Day Bookkeeping
  - Year End
  - P/L, Payroll, A/R, A/P
  - Troubleshooting
- ◇ **Career Coaching**
  - Goal Setting
  - Goal Tracking
  - Personal Accountability
  - Step-By-Step Processes
- ◇ **Other Services**
  - Personal Websites

**And Much More....**



## From The Desk Of The CEO's Assistant

### A short letter from the Owner of The CEO's Virtual Assistant

To Whom It May Concern:

A Virtual Assistant is the key to any business whether it be a startup or a thriving company. We are here to save you money and time. Look at the chart below to see your potential savings!

Cost of an Employee			
Salary & Benefits		Hours	
Salary	\$40,000	Gross Hours	2080
Bonus	\$2,000		
Payroll & Benefits	18%	PTO (Paid Time Off)	
<b>Total Compensation</b>	<b>\$49,560</b>	Vacation	80
		Holiday, Sick Pay, Personal	120
		<b>Total PTO</b>	<b>200</b>
<b>Recruiting</b>			
Placement (% of annual salary)	25%	<b>Gross Work Hours</b>	1880
Relocation Allowance	\$1,000		
Expected Term (in years)	3	Overhead	10%
<b>Annualized Recruiting cost</b>	<b>\$3,667</b>	Project Downtime	15%
		<b>Total Overhead &amp; Downtime</b>	<b>470</b>
<b>Hardware &amp; Software</b>			
Annual Allowance for Hardware	\$2,000	<b>Other Deductions</b>	
Annual Allowance for Software	\$1,500	Training	40
<b>Total for hardware &amp; software</b>	<b>\$3,500</b>		
		<b>Summary</b>	
<b>Office Space</b>		Gross Hours	2080
Useable Space (sq.ft.)	100	Paid Time Office	200
Rent factor	14%	Overhead & Downtime	470
Gross rentable space (sq.ft.)	114.00	Other Deductions	40
Monthly lease (per sq.ft.)	\$2.50	<b>Total Productive Hours</b>	<b>1370</b>
<b>Total annual office expense</b>	<b>\$3,420.00</b>		
		<b>Summary</b>	
Salary & Benefits	\$49,560	Total Employee Expense	\$60,146.67
Recruiting Cost	\$3,667	Total Productive Hours	1370
Hardware & Software	\$3,500		
Office Space	\$3,420	<b>Effective Hourly Rate</b>	<b>\$43.90</b>
<b>Total Employee Expense</b>	<b>\$60,146.67</b>		

Virtual Assistant Cost for

1370 hrs. @ \$25 per hour (Average) = **\$34,000**

The CEO's Virtual Assistant: Jason Culbertson : 913.294.4333

Fax 913.322.8231: Jason@CEOVA.com: www.TheCEOsVirtualAssistant.com

## What do our Real Estate VA's do?

- ◇ **Customized Listing Services**
  - Cumulative Marketing Analysis
  - Listing Presentation
  - Listing Process
  - Step by Step Marketing Plan
  - Listing Input
  - Website Creation for Listing
  - 800 Number Setup
  - Just Listed Postcards
  - Obtain & Analyze Feedback
  - And Much More...
- ◇ **Customized Buyer Services**
  - Property Searches
  - Buying Presentation
  - Buying Process
  - Step by Step Buying Plan
  - Buying Contract Preparation
  - Inspection Scheduling
  - Contract Process Info. for Buyer
  - Showing Coordination
  - Cumulative Marketing Analysis
  - And Much More...
- ◇ **Other Customized Services**
  - Transaction Coordinator
  - Drip Mailing Campaigns
  - Email Campaigns
  - Online & Offline Newsletters
  - Marketing Campaign Development
  - Utility Coordination
  - Personalized Moving Guides
  - After Sale (Keep In Touch Campaign)
  - Marketing Tracking
  - Bookkeeping
  - Continuous Updating (Website, Blog)
  - We're Moving Cards (Clients to Mail)
  - Create Marketing Strategies
  - Brand Creation & Management
  - Competition Analyzer
  - Business Analyzer
  - Career Coaching

**And Much More...**