

THE VA ROLE CLARITY MATRIX

Your Blueprint for Hiring the Right VA

Hiring a VA isn't just about outsourcing tasks—it's about plugging the right person into the right seat. This Role Clarity Matrix gives you immediate clarity on which VA to hire, when to hire them, and exactly what they should be doing to create leverage, freedom, and profit in your business.

Core VA Roles Breakdown

VA Role	Primary Outcomes	Top Tasks	Ideal Hire Timing
Administrative Assistant	Free up your calendar, inbox, and file chaos	Scheduling, email organization, digital file management, reminders, transaction prep	Doing 8+ deals/year
Listing Assistant	Flawless pre-listing and listing marketing execution	MLS entry, property research, seller updates, listing launch checklist	2+ listings/month
Marketing Assistant	Consistent brand presence and content distribution	Social post creation, email campaigns, Canva design, Just Listed/Just Sold postcards	You post inconsistently or not at all
Client Care Assistant	Better reviews, referrals, and repeat business	Closing gifts, check-in calls, client updates, review requests	Clients slipping through the cracks
Lead Nurture VA	More calls booked and deals closed	Scripted follow-up via text/email, calendar booking, conversation logging	You generate leads but don't follow up
CRM Manager	Organized pipeline + higher database ROI	Tagging, segmentation, contact cleanup, reactivation campaigns	CRM has 300+ contacts but is a mess
Content VA	Daily visibility without you lifting a finger	Carousel creation, captions, repurposing videos, trending audio scouting	Your brand presence is quiet
Executive Assistant	You operate like a CEO, not a task rabbit	Project coordination, personal tasks, inbox/calendar control, meeting prep	You're doing >\$250K or running a team

Top Signs You Need This Role

Administrative Assistant

You missed a doc-sign deadline last week
You're still confirming showings manually

Listing Assistant

You spend 1+ hours uploading per listing
Sellers text you before you text them

Marketing Assistant

You haven't posted this week (or last)
You still design flyers yourself

Client Care Assistant

You forgot a client's birthday last month
Past clients are working with other agents

CRM Manager

You have contacts in 3+ different platforms
You don't trust your CRM

Content VA

Reels and carousels never get repurposed
You only post when you're in the mood

Executive Assistant

You spend more time coordinating than closing
You're constantly in reaction mode

Lead Nurture VA

You wake up to 7+ unresponded texts
Leads are ghosting after first convo

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