50 THINGS A LEASING AGENT CAN DELEGATE TO A VIRTUAL ASSISTANT

MARKETING & PITCH MATERIALS

- Drafting pitch books for landlord or tenant rep assignments.
- Updating pitch books with new comps, photos, and stats.
- Drafting proposals for prospective clients.
- Drafting offering memorandums (OMs) for listings.
- Drafting and formatting flyers and brochures.
- Updating property websites or listing portals (e.g., LoopNet, CoStar, Crexi).
- Designing social media graphics and property spotlights.
- Scheduling social media posts for listings and thought leadership.
- Creating branded email campaigns/newsletters.
- Tracking and reporting on marketing campaign results.

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TRANSACTION SUPPORT

- Drafting lease agreements using templates.
- Drafting lease amendments, renewals, relocations, and expansions.
- Preparing LOIs (Letters of Intent) in draft form.
- Reviewing leases for missing signatures, exhibits, or attachments.
- Coordinating with attorneys and landlords for redline exchanges.
- Managing due diligence checklists (for leases or sales).
- Preparing estoppel certificates in draft.
- Drafting sublease or assignment agreements.
- Organizing closing binders (digital deal files).
- Inputting deal details into CRM or tracking sheet.

PROSPECTING & BUSINESS DEVELOPMENT

- Researching companies in target industries.
- Building tenant rosters for competitor buildings.
- Identifying lease expirations through CoStar, Reonomy, or LinkedIn.
- Scraping contact info for decision-makers (LinkedIn, ZoomInfo, etc.).
- Updating and cleaning broker contact databases.
- Sending follow-up emails after prospect calls.
- Logging calls and meeting notes into CRM.
- Tracking pipeline stages and flagging stale deals.
- Creating call/email scripts and objection-handling guides.
- Setting up prospecting sequences in CRM/marketing tools.

PROPERTY & MARKET RESEARCH

- Compiling property comp reports.
- Creating lease/sale comparable spreadsheets.
- Researching ownership (title search, tax assessor sites).
- Researching zoning and entitlement info.
- Mapping tenant mix in trade areas.
- Tracking competitive availabilities in the submarket.
- Creating market survey books for tenants.
- Updating rent roll or stacking plans.
- Pulling demographic reports (population, income, traffic counts).
- Benchmarking asking rents vs. actual deal terms.

CLIENT & LANDLORD REPORTING

- Preparing weekly landlord leasing reports.
- Updating deal status trackers.
- Creating client-ready activity summaries (showings, tours, inquiries).
- Formatting financial analysis spreadsheets for proposals.
- Preparing PowerPoint slides for update calls.
- Managing shared data rooms with clients.
- Collecting feedback from tenants and brokers after tours.
- Creating performance dashboards in Excel/Google Sheets.
- Keeping track of option/renewal notice dates for tenants.
- Preparing draft invoices and expense reports for reimbursement.