



REAL ESTATE BACK OFFICE SERVICES

Marketing Support Services

- 1) Creation of marketing collateral such as flyers, banners, brochures, gift cards, souvenirs, calendars and power point presentations
- 2) Digital marketing support on Real Estate Listing Sites such as Craigslist, ForRent, Apartment, Trulia and more. This also includes postings for new/vacant units including pictures, responding to queries and passing on genuine prospects to the client
- 3) Marketing Analytics Services including insightful reports covering relative ad performance across multiple listing sites

Maintenance Support Services

- 1) Answering calls and responding to emails from tenants regarding maintenance activities
- 2) Process maintenance requests and generate work orders, track their status with maintenance team and also get resident feedback on the request
- 3) Track maintenance team's timesheets and work-orders against pre-decided standards to drive productivity of the in-house maintenance team
- 4) Organize customer feedback calls with resident on the resolution of resident complaints

Administration Support Services

- 1) Welcome letters to new tenants and owners
- 2) Entry of tenant leases into the leasing or accounting system
- 3) Manage documents related to tenants, insurance policies, insurance claim paperwork
- 4) Conduct exit interviews of residents to understand reasons behind move-outs

Tenant Screening Service

- 1) Tenant background check with current and previous landlord
- 2) Applicant interviews and referral checks over phone
- 3) Credit report, criminal searches, eviction history and sex offender registry search

Human Resource (HR) Services

- 1) Provide recruiting and talent acquisition services
- 2) Manage Onboarding process for new employees
- 3) Filing paperwork and tracking time and attendance
- 4) Payroll processing
- 5) Employee expense reimbursement
- 6) Designing and developing a performance management system as per organization requirement
- 7) Create, design and implement an employee satisfaction & engagement survey
- 8) Assist the company in preparing a well defined HR Policy manual

Please refer [HR Services](#) for a detailed description of the activities performed in HR.

Additional services offered through our channel partners

IT Services

- 1) Assist in developing a website or web portal that is creative, feature rich and SEO friendly
- 2) SEO (Search Engine Optimization) Services - Keyword research, heading, SEO friendly URL suggestion, meta tag generation, alter tag generation etc
- 3) PPC (Pay Per Click) - Research keywords, create, design, implement campaigns and track performance of campaigns on a regular basis
- 4) Custom software application development services tailored to meet your business needs

OUTSOURCING

ACCOUNTING SERVICES

OutsourcingHubIndia (OHI) specializes in providing accounting outsourcing services to Real Estate and Property Management Firms. We have strong functional outsourcing expertise in end to end accounting processes covering daily accounting activities, month end and year-end account finalization processes, employee reimbursements, payroll processing, management reporting and financial analysis. Since 2006, we have worked with more than 50 real estate businesses and more than 200 other businesses based in United States.



- Tenant Accounting** – Lease setup, move-ins, move-outs
- Accounts Payable** – Entry of POs, Matching POs with invoices
- Accounts Receivable** – Monthly rent run, Processing rent receipts and Collections
- General & Month End Accounting Activities** – Bank, Credit card reconciliations, Month end accruals
- Management Reporting** – Monthly operating reports, Variance analysis, Financial and Operations dashboards
- Year-End Accounting Activities** – Year-end finalization, Audit support, Fixed asset schedules, CAM reconciliations

Please refer [Real Estate and Property Management Firms](#) for a detailed description of our services,

Some of Our Real Estate Clients



1. A mid-sized real estate property management firm based out of Gardena, CA. They manage properties throughout southern California, Orange County, and Inland Empire.

2. A vertically integrated, full service real estate company based out of Bellevue, WA. They specialize in commercial properties.



3. A well-known real estate firm based in Tampa (FL). They specialize in commercial real estate investment and property management services

4. A full service management company based out of Denver (CO) with extensive experience in both single and multifamily residential rental properties



5. A full service real estate firm, offering property management, brokerage, construction, and development services. The company is based in Miami (FL)

6. A well known property management firm in Tampa (FL). They manage a wide variety of commercial real estate assets and provide property management services to 3rd party commercial real estate owners.



7. A rapidly growing multi-family real estate firm based out of Tacoma, Washington. They specialize in single and multifamily residential rental properties

8. A small property management firm based out of New York managing multifamily residential rental properties



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