

VIRTUAL ASSISTANCE

PRICE GUIDE 2024



TABLE OF CONTENTS

04	Our Purpose and Promise
05	Key Benefits to Partnering With Us
07	VA versus Employee Comparison
08	Pricing: Virtual Assistance
09	Pricing: Virtual Management
11	Our Credibility
13	How To Work With Us
15	Core Values
16	A Full Service Agency
17	Frequently Asked Questions
18	Contact Information

Are you feeling overwhelmed by the endless tasks and responsibilities that come with running a successful business?

Do you find yourself spending more time on administrative work and less time on the activities that truly drive your passion and grow your company?

It's time to embrace the power of "who, not how" by leveraging our skilled virtual assistants and specialists. Our team is dedicated to helping you offload those time-consuming tasks, allowing you to focus on what you do best – leading your business to new heights.

From administrative support and bookkeeping to marketing, graphic design, and website management, our virtual assistants and specialists expertly execute tasks across various areas of your business. This collaboration ensures flawless execution and frees up your time to focus on your zone of genius.

But don't just take our word for it – [check out the testimonials](#) from our satisfied clients who have experienced the transformative impact of working with our dedicated team.

If you're ready to take back control of your time and elevate your business, book a free, [15-minute call](#) with me. Let's discuss your specific needs and how our virtual assistant and specialist services can help you achieve the success you deserve.

Together I know we can help you work smarter, not harder, and bring your vision to life.

Justine

Founder

[NZ's Virtual Business Support Agency](#)





WHAT WE DO

We provide exceptional virtual support solutions to entrepreneurs and organisations who want to change the world.



WHY WE DO IT

Seeing the difference we make for our clients, both in their personal life and across their business is what inspires us. We love the freedom and flexibility of remote working, doing what we love and what we're good at, while having the backup and support of a like-minded team.



HOW WE DO IT

By playing to our strengths. Our VBM's, VAs and specialists collaborate as a team to give our clients the very best advice, support, and outcomes possible. And we're constantly looking for new ways we can improve on this.



WHO WE WORK WITH

We work with entrepreneurs and their teams passionate about making a difference. Our ideal clients are visionaries, great communicators, outcome focused, open minded and see the value in their time ... and ours.



WE ARE AN AGENCY

WHAT THIS MEANS IS

We invest heavily in our business. We do this so you have confidence knowing:

- If a problem happens, you can escalate it to our leadership team and know it will be solved.
- If the person you're assigned to leaves, is sick, or goes on holiday, you have continuity of service.
- We have a comprehensive cyber-security insurance policy, this means our team have to comply with our policy to keep your IP safe.
- We provide training and support to keep up with industry and technology trends.
- We ask for accountability from our team, and compliance to our procedures to protect you and give you the best level of service possible.
- Only the best contractors make it through our application process, we filter so you don't have to.
- We problem solve and look for ways to add value as a team, giving you the benefit of our collective experience.
- Continual improvement is a huge part of any business, as a leadership team we meet weekly to ensure we are evolving as your needs, and our industry changes.

This agency support also means we're a one-stop-shop. You're busy, and we know you don't want to be dealing with a number of different companies or contractors to get what you need done, done. So we make sure you don't have to.



BENEFITS WHEN YOU PARTNER WITH US

SCALABLE AND FLEXIBLE

In uncertain times, having a VA team means you're agile enough to take advantage of opportunities and lean enough to reduce spending if needed. No commitment, no risk. Our level of support can change to suit your lifestyle, budget and business.

SPEED OF HIRE

If you're like most of our new clients, you need help yesterday! Employees can take an average of 42 days to recruit whereas you can onboard a VA immediately. Just imagine how much you could accomplish with 42 additional days of help!

Source: 2019 HireVue Study

ACCOUNTABILITY

Enjoy working with accountable business support, taking more of the load (and stress) from your own shoulders. We make mistakes, we're only human, and we own these and go out of our way to put them right, every time. Beware, we'll make sure you're accountable as well!

BUSINESS GROWTH

Business development and nurturing growth is paramount to your success. We offer strategy sessions to brainstorm your ideas, goals and development.

COST SAVINGS

Hiring employees means the cost of payroll taxes, benefits, annual, sick and maternity leave. With a VA, pay only for what you need, when you need it, and have a skilled person ready to hit the ground running to work for you.

PRODUCTIVITY

We love what we do! Studies show home-based workers are 13% more productive than their in-house counterparts. Our team only turn on the timer when working on your tasks. And, we actively review your processes looking for productivity gains through automation, apps, tools and procedures.





2023 COST COMPARISON

FULL TIME EMPLOYEE

Average Hourly Rate
\$30 NZD

Kiwisaver (3%)
\$1,872

ACC
\$156

Annual Leave
4 weeks

Public Holidays
12 days

Sick Pay
10 days

Discretionary
\$6,980

Hours Per Year Worked
1,744

Productivity Rate
60%

Effective Hourly Rate
\$64

Total Annual Labour Cost
\$71,408

VIRTUAL ASSISTANT

Hourly Rate
\$83 NZD

Kiwisaver
NIL

ACC
NIL

Annual Leave
NIL

Public Holidays
NIL

Sick Pay
NIL

Overheads
NIL

Hours Per Year Worked
520

Productivity Rate
100%

Effective Hourly Rate
\$83

Total Annual Labour Cost
\$43,160

EMPLOYEE COST CALCULATOR

* Sick Pay is calculated at 10 days per year.

* Hours Per Year Worked is 2,080 hours, minus leave and public holidays for employees.

* Hours Per Year Worked for a VA has been calculated at 520, as 10 hours per week can be the equivalent of a full-time employee role when the work is streamlined, automation is implemented and an experienced specialist is undertaking the tasks.



YOUR INVESTMENT

MONTHLY RETAINER

\$2500 + GST

30 hours per month

INCLUDES:

- + Dedicated NZ-based Lead VA assigned to you
- + Backup VA assigned for uninterrupted support
- + Access to our full team and range of services
- + Full confidentiality and IP protection
- + All repeatable tasks documented in shared SOPs
- + Monthly strategy zoom
- + Monthly link to our time tracking system

PLUS

- + Any additional admin hours at a reduced rate*
- + Access to our creative team at a reduced rate**

TERMS

- Retainer hours do not roll over to the next month.
- In our initial handover session we agree on your 'wish list' - these are non-urgent tasks that can be undertaken when hours are available to be used. This is how we endeavour to use all the hours in your retainer.
- Additional admin hours*: invoiced at \$83 + GST per hour (paid in arrears on top of your retainer).
- Creative team reduced rate**: invoiced at \$120+ GST per hour (paid in arrears on top of your retainer). This includes projects such as graphic design, website creation and marketing.



VIRTUAL BUSINESS MANAGEMENT

The business landscape is shifting rapidly. Business owners are drowning in operational tasks, hindering strategic growth and leadership focus. Enter the Virtual Business Manager (VBM): a game-changer poised to become the future of business support.

MARKET NEED

- The Leadership Gap: Business owners yearn to step up, delegate, and focus on vision, yet lack the support structure.
- Scaling Bottlenecks: Managing day-to-day operations becomes a roadblock to expansion.
- Efficiency Demands: Businesses seek agile, cost-effective solutions to optimise their operations.

VIRTUAL BUSINESS MANAGER

A solution for business owners who need more than a VA. If you're ready to 10x your growth, you're ready for a VBM. Part of your leadership team they execute your vision through project management, operational excellence, team management and data.

MONTHLY RETAINER \$5,600



OUR CREDIBILITY

A WORD FROM OUR **FAVOURITE** CHEERLEADERS

CUSTOMER SERVICE (SHORT TERM SUPPORT)

"The VAs Justine employs are talented, professional and work hard to give you results and ultimately Justine and her team have helped take the pressure off my own team when work has become too big for my own small team to handle."



Katherine Richards

Save The Children (NZ)

VIRTUAL BUSINESS MANAGEMENT + VA SUPPORT

"Between Justine listening and understanding what we needed and Liz being a true team member, our organisation has made huge administrative strides that has helped me to be able to focus on strategic priorities, thus enabling our team to sow the seeds of growth and love of the outdoors with New Zealand youth."



Hillary Campbell

Sir Edmund Hillary Outdoors Education Trust

VIRTUAL ASSISTANCE

"The VAs Justine employs are talented, professional and work hard to give you results and ultimately Justine and her team have helped take the pressure off my own team when work has become too big for my own small team to handle."



Simon Lewis

GoodWolf Pty. Ltd

CREATIVE DESIGN

"Working with Your VA has been an absolute breeze, I would recommend them to any one or any business who need that extra help to relieve the pressure when there are just too many juggling balls in the air!?"



Rowena Smith

Ngāti Apa ki te Rā Tō Charitable Trust

SOCIAL MEDIA

"Jilanne does a great job of managing all of our regular social media posts and communication and we finally have a regular presence online."



Darryl McClay

Design Thinkers Academy



HOW TO WORK WITH US

We know you're busy. That's why we've developed our proven process to make working with us easy for you.

YOUR PROPOSAL

We'll send you a proposal with all the details following our discovery call. Should you decide to partner with us, simply sign your letter of engagement.

DELEGATE TO ELEVATE

It's more than just ticking off boxes; we build a relationship with you so we can help in ways that you might not expect.

REPORTING

Accountable and transparent. Each month you'll receive a report where we collaborate as a team to give you tips, suggestions and progress made.

DISCOVERY CALL

We listen as you talk us through your goals, your challenges, and what needs to shift so you can do your best work.

MEET YOUR VA

We'll assign a lead virtual assistants who best fits your needs and introduce you on a Zoom. We'll discuss your expectations and ours, and work with you to ensure we have the information we need to get started. Then we get started.

CHECKING IN

Communication is everything. You'll check in with your lead VA daily, weekly or monthly. You choose! You also have the option to zoom with one of our leadership team each month at a strategy level.



OUR CORE VALUES

HUMBLY CONFIDENT

We have an ability to appear confident without arrogance, to be self-effacing while still projecting strength and competence. We call this special quality 'humble confidence'. It's the sweet spot that comes from knowing and being able to focus in our own zones of genius.

EXCEEDING EXPECTATIONS

We never settle because we believe there's always an opportunity to do better and improve how our clients run and grow their business. We go the extra mile to add value because 'it will do' isn't in our vocabulary.

POSITIVELY DETERMINED

Armed with a can-do attitude we look for solutions, not problems. If it can't be done, we'll find a way and we'll do it knowing we're making a difference for who we work with, and who we work for.

SOCIALLY AUTHENTIC

Our whole is greater than the sum of our parts. We're human, not perfect. Our success is driven by our ability to ride through highs and lows with a smile. Team is valued over individuals and we're here for each other as our success is driven by our ability to create relationships.

ETHICALLY HONEST

We work with transparency and integrity. What's right isn't always easy, but we do what's right. Building trust requires confidence, patience, respect and effort so we do what we say we'll do and if we can't do it, we'll say. We recognise strength in asking for help. In asking, we all get over the finish line together.

TRAIL BLAZERS

We have a culture of innovation and continuous improvement, there is no status quo. By constantly seeking personal and professional growth we keep our passion for what we do, we stay relevant and blaze a trail for those who follow us.



WHAT'S NEXT?

WE CATCH UP FOR A CHAT

[CLICK HERE TO BOOK
YOUR CALL](#)

We'll use this time to:

- Explain how we work
- Discover how you like to work and what success looks like for you

You'll leave knowing the support options available that will have the biggest impact for where you are, right now!



"Find a group of people who challenge and inspire you, spend a lot of time with them, and it will change your life."

~ Amy Poehler

JUSTINE PARSONS

FOUNDER, YOUR VIRTUAL ASSISTANT



+64 21 177 5137



justine@yourva.co.nz



Auckland, New Zealand



<https://yourva.co.nz>