

INCREASING DEMAND VOLUME 1

Expireds: Breaking the Ice to Predictable Income

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At a
GLANCE



**Baltimore,
Maryland**

PRIMARY MARKET



\$486k

AVERAGE PRICE POINT



6

YEARS IN REAL ESTATE

2023 PRODUCTION STATS

47

TRANSACTIONS

\$9,464,900

SALES VOLUME

\$283,947

GCI

2024 PRODUCTION STATS January to April

17

TRANSACTIONS

\$4,229,900

SALES VOLUME

\$126,897

GCI



BY THE NUMBERS

50%

% of business from expireds

14.2

Calls to a contact

48 – 62 *(around 50,000 calls per year)*

Calls an hour

6.5 – 12

Contacts to an appointment

1 – 3

Appointments set a day

\$349 *(Vulcan7) + \$100*

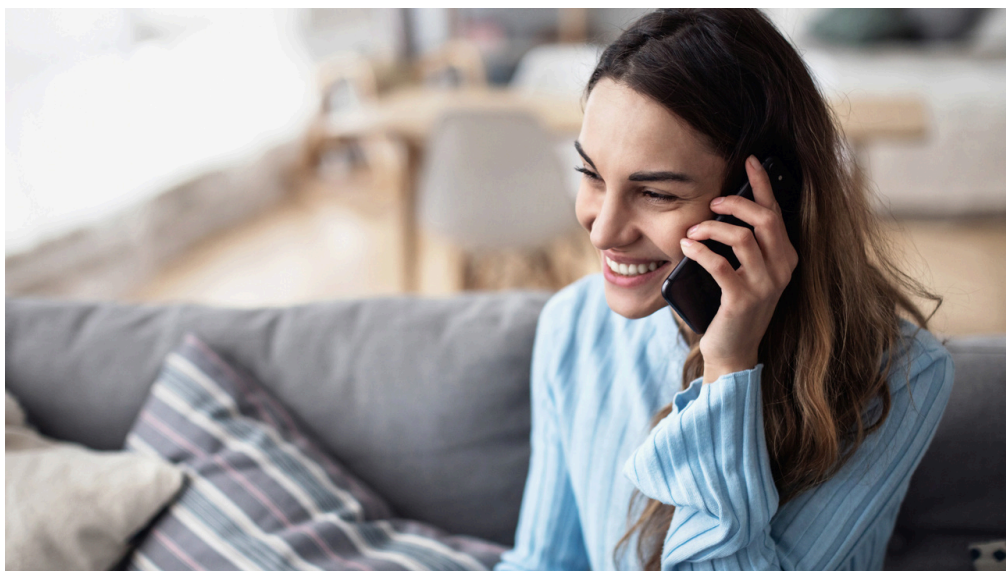
Monthly investment

18 *(that's 900 hours per year!)*

Total hours prospecting per week

About
\$245 *per prospecting hour*

Hourly earning





WHY EXPIREDS?

Tim discovered that in one of the hottest markets ever, agents were putting unrealistic prices on homes, not preparing for showings, and barely putting effort into marketing. The consequence? Lots of expired listings out there!



LEAD DISTRIBUTION & FOLLOW-UP

- Tim uses Vulcan 7 & Mojo for lead generation and uses the auto-dialer.
**Know the rules in your state/province.*
- All leads immediately receive an automated email using a Vulcan 7 template.
- He uses KvCore for his CRM and integrates it with FollowUpBoss.
- He segments his leads as follows:
 - Hot (*looking to list within 30 days*) – follow up daily.
 - Warm (*may list within 30 days to 6 months*) – follow up weekly.
 - Seller nurture (*anything longer than 6 months*) – notes in CRM trigger alerts at intervals depending on what the lead has said.
- KvCore automates Tim's email plan, including:
 - A monthly market report
 - A monthly home evaluation
 - A weekly email that goes out to his entire database. Content includes homes he's recently listed, a restaurant of the week, and any relevant news.



PRO TIP

When you're prospecting for expireds, make sure your marketing and social presence don't just say what you did but how you did it. At the actual listing appointment, make sure you're armed with visual aids walking them through a recent success.



MINDSET

Tim is a former boxer, so he knows a thing or two about taking punches. One of the most important aspects of cold calling is staying motivated, sharp, and fluid.

To stay on top of his game he goes to the gym five days a week. He also watches Tom's Mindset Monday. One of his favorite lines from Tom is, "No one cares if you're tired. No one cares if you're uncomfortable." Tim says, "I have four children to support, so it would be selfish for me to say I'm uncomfortable with something I have to do."

“

No one cares if you're tired.
No one cares if you're
uncomfortable.

”



WORK ETHIC

Tim blocks his time and never compromises on prospecting:

- Calling / prospecting from 8-11am
- Follow-up calls from 11am-12pm

That's 4 hours on the phone every day – but Tim gets one appointment a day for his hard work.

Tim's TOOLKIT

Permission-Based Introduction

Hey, [NAME]? [NAME], this is Tim Dominick with Samson Properties, thank you for taking my call. I'm sure this call is a total interruption to your day, [NAME], but would it be okay to steal 27 seconds from you to share with you why I'm calling, and from there you can decide if we should continue or not?

Direct Introduction

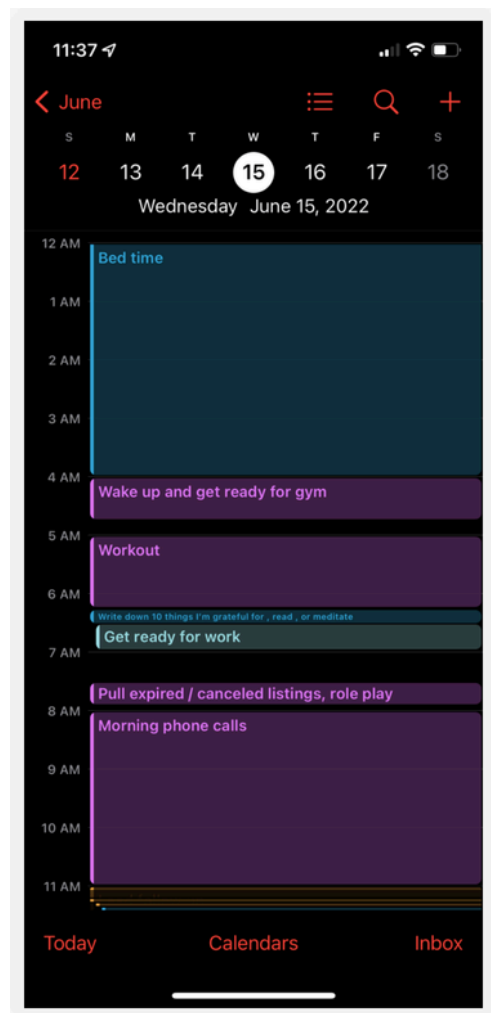
Hey, [NAME]? This is Tim Dominick with Samson Properties, just giving you a quick call. I see that your home at [123 Main Street] came off the market. Did you sell that or do you still have it?

[RESPONSE]

[NAME], the reason why I'm reaching out right now is to see what your plans are for interviewing the right agent for the job of actually getting the home sold.

Close

[NAME], I specialize in selling properties other agents failed to sell and I'm just curious if it would be okay for me to pop by the property one day this week and possibly share my thoughts with you on why I think the property did not sell, and also to potentially share a plan that will cause the property to sell? Does that sound fair to you?



Tim's **DAILY CHECKLIST**

DATE:

☐

EXERCISE

This will keep your mind right and the blood flowing. Make sure to take vitamins and drink water as well.

☐

TEXT 2 COI/SOI AND OR PAST CLIENTS

This will help to keep me relevant and counts as a touch.

☐

LISTEN TO 20 MINUTES OF A REAL ESTATE PODCAST

This will help inspire creativity and new ideas.

☐

ORGANIZE LEADS

This will help with efficiency and to keep the momentum going.

☐

PUT A PROPERTY ON FB MARKET PLACE/CRAIGS LIST

This will help drive new leads and conversations for contracts.

☐

MAKE A MINIMUM OF 20-30 NEW OUTBOUND CONTACTS

This is what will help me to ultimately reach my goals.

☐

POST A PROPERTY ON FB

Send a direct message to anyone that likes or shares the post.

☐

CALL AT LEAST 5 FSBOS

This will help drive more business.

☐

TEXT 20 OLD BUYER/SELLER LEADS

This will help bring new opportunities from old leads.

☐

ADD 5 PROPECTS TO A MARKET REPORT, CRM OR LISTING ANNOUNCEMENT

☐

ADD AT LEAST 10 EMAILS TO MY CRM EVERYDAY

This will help grow my database and create new business in the future.

Tim's **WEEKLY CHECKLIST**

DATE:

☐

SCHEDULE AN OPEN HOUSE

Be sure to make GEO calls around the open house.

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WORK ON LISTING PRESENTATION

Spend at least 30 minutes tweaking the presentation to be more effective.

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CALL 10 RBOS

I can call 2 of these each day or 10 all in one day to reach this goal.
Calls meaning contacts not dials.

☐

TRACK NUMBERS

Listings taken, pendings, closings, conversations, appointments.

☐

WRITE 5 HANDWRITTEN TO COI/SOI AND PAST CLIENTS

Thank you cards, etc.

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TRACK PROFITS AND LOSSES

Take at least 30-60 minutes to look over what I'm profiting from commissions VS. expenses.

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CREATE TWO VIDEOS

Post to IG, FB, & YouTube.

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CHECK OVER BANK STATEMENTS AND ACCOUNTS

Make sure all expenses are accurate and that I'm not overpaying or being charged for any unknown services.

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SPEND A MINIMUM OF 30 MINUTES THINKING ABOUT MY BUSINESS

How I can take more listings, how to become more efficient, cut expenses, etc.

☐

CHECK ON ALL LISTINGS, PENDINGS, & COMING SOONS

This includes all systems, including SkySlope, pre-close, and Bright MLS.

3 Things **YOU CAN DO NOW**

1

Choose the most suitable technology and use automation features. Use email templates provided for you if they're suitable. Otherwise, craft your own. Make sure this content is going out on a regular basis.

2

Make sure you're taking care of yourself. Set a time to go to bed and, as one can never state it often enough, have a powerful morning routine.

3

Establish the schedule that works for you – and stick to it.

Tim ON COACHING



It comes down to one word: **ACCOUNTABILITY.**

“My coach is almost like a second dad. He doesn’t let me get away with anything, and that’s the way I like it. I feel like in this business, if you don’t have someone watching you, you will steer clear of things that cause you pain, and that’s why I have to have someone watching me.”

Ready to discover your personalized marketing strategy?

[SCHEDULE A FREE COACHING CONSULTATION HERE](#)