



**TIM DOMINICK**

# Expireds

Relentless Prospecting Pays



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# Expireds

Relentless Prospecting Pays

Samson Properties

Baltimore, MD

tim@dominickhomes.realestate

 dominickhomes

**Years in real estate: 4**

## 2021 Results

- ❖ Transactions: 50
- ❖ Volume: \$7,013,842
- ❖ GCI: \$206,525

## 2022 Jan to July (C&P)

- ❖ Transactions: 42
- ❖ Volume: \$7,400,000
- ❖ GCI: \$190,000



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# By the **NUMBERS**

<b>% of business from expireds:</b>	50%
<b>Calls to a contact:</b>	14.2
<b>Calls an hour:</b>	48 – 62 (around 50,000 calls per year!)
<b>Contacts to an appointment:</b>	6.5 – 12
<b>Appointments set a day:</b>	1 – 3
<b>Monthly investment:</b>	\$349 ( Vulcan7 ) + \$100
<b>Total hours prospecting per week:</b>	18 (that's 900 hours per year!)
<b>Hourly earning:</b>	About \$245 per prospecting hour

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# 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!

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# Back **STORY**

Before real estate, Tim built bicycles. So, when he entered real estate with a limited sphere to call on, he took stock in his greatest virtue – his ability to work hard. In order to build from the ground up, Tim dove into the challenge of calling expireds. Today, he's built a great track record, expanded his network, and successfully rebranded himself as one of the most reliable, knowledgeable, and hard working agents in his market.

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**"The Playbook"**

Tim's **APPROACH**

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# 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.

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# Lead Distribution & FOLLOW-UP

- 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 emailing that includes
  - A monthly market report
  - A monthly home evaluation
  - A weekly email which goes out to his entire database. Content includes homes he's recently listed, a restaurant of the week, and any relevant news.

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# 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."

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# Work **ETHIC**

Tim blocks his time and never compromises his prospecting times:

- Calling / prospecting from 8am-11am
- Call follow-ups from 11am-12pm

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

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**“The Playbook”**  
Tim’s **TOOLKIT**

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# 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, 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 market. Did you sell that or do you still have it?

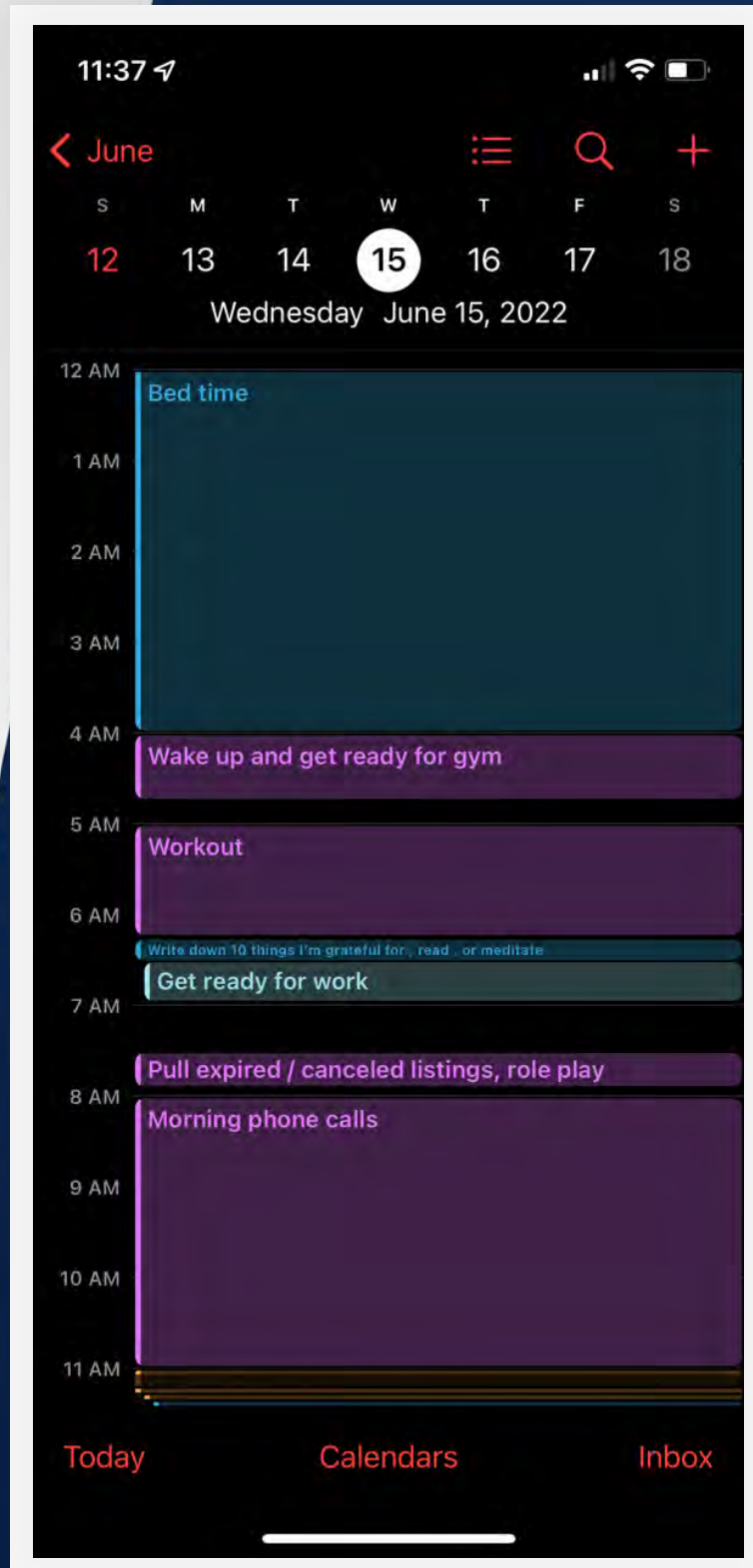
[RESPONSE]

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 would it 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 TOOLKIT



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# Tim's TOOLKIT

## 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 contacts.
- 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 ATLEAT 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 PROSPECTS TO A MARKET REPORT, CRM OR LISTING ANNOUNCEMENT.**
- ADD ATLEAST 10 EMAILS TO MY CRM EVERYDAY.**  
This will help grow my database and create new business in the future.

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# Tim's TOOLKIT

## Tim's Weekly Checklist

DATE:

- SCHEDULE AN OPENHOUSE**  
Make sure to make geo calls around the Open House.
- 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.
- WRITE 5 HANDWRITTEN TO COI/SOI AND PAST CLIENTS.**  
Thank you cards, etc.
- CREATE TWO VIDEOS.**  
Post to IG, FB, & YouTube.
- SPEND A MINIMUM OF 30 MINUTES THINKING ABOUT MY BUSINESS**  
HOW I CAN TAKE MORE LISTINGS, HOW TO BECOME MORE EFFICIENT, CUT EXPENSES, ETC.
- WORK ON LISTING PRESENTATION**  
Spend at least 30 minutes tweaking the presentation to be more effective.
- TRACK NUMBERS.**  
Listings taken, pendings, closings, conversations, appointments
- TRACK PROFITS AND LOSSES**  
Take at least 30-60minutes to look over what I'm profiting from commissions VS. expenses.
- CHECK OVER BANKSTATEMENTS AND ACCOUNTS**  
Make sure all expenses coming out are accurate and that I'm not over paying or being charged for any unknown services.
- CHECK ON ALL LISTINGS, PENDINGS, & COMING SOONS.**  
This includes all systems, including skyslope, pre-close, and Bright MLS.



# 3 Things YOU CAN DO NOW

## 01

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.

## 02

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.

## 03

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

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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."

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