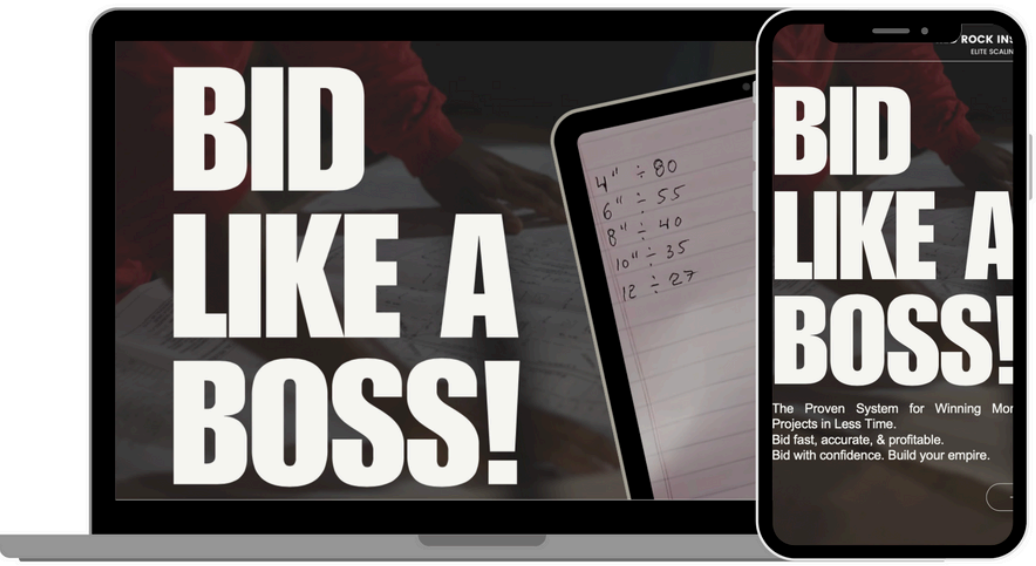
THE *ALL IN 1* BLUEPRINT

MAP TO $1M+









GROW BRAND & BUSINESS THROUGH SOCIALS

A simple, effective framework guide for getting started on social media & creating a content machine that brings in sales!

This material can be applied to any business, any page, any content, any platform.



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RRI

2025 CONTENT IN BUSINESS

Content on social media is extremely important, especially in today's age. Everyone is on social media. The biggest flaw I see is people starting to post on social media and quitting after a couple weeks. Understand consistency compounds. With complete honesty, it took me more than four years to start gaining traction on social media. I had to consistently post every week or even multiple times a day with very low engagement/views. It felt discouraging at time, however, those who do not quit will win in the end.

People get very discouraged when they do not see results at first. Do not let this stop you. 100 views is 100 people who saw you content. Imagine having a party with 100 people. That is a lot! These people will then continue to follow you and come back time again leading into your loyal audience. Your loyal audience will become your promoters! BAM! Show up for them, share with them, be vulnerable with them, help them.

People would criticize me when I posted too much content but I did not let this stop me. I would also go through multiple format styles to see which one connected with myself and the audience most.







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RRI

2025 CONTENT IN BUSINESS

You have to be able to pivot. You have to make it interesting while providing knowledge and actually listen to your audience. A question is ask myself is “Would you watch my own content”?

A lot of people say that they don’t want to show their face on social media. The good news is you don’t have to. You can simply make videos showing what you’re doing without having your face in it. There are people (kids as well) making viral videos without their face in the video and even monetizing it!

Many people also think they need professional equipment that costs hundreds if not thousands of dollars. While that may be nice and may help, you do NOT need that one starting out. All you need is your phone and some creative ideas.

Action Playbook:

- Brainstorm creative idea
- Grab your phone
- Film a video targeted to a specific audience
- Put text to video for easy reading, add captions to the post, and hashtags
- Add a call to action (CTA)
- DO NOT THINK! POST THE VIDEO!
- Share it on your social media story and promote it for others to see
- Use automations for capturing leads into sales with qualifying questions
- REPEAT!







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RRI

2025 TECH IN BUSINESS

There are numerous technologies out there now that can also help with editing and posting along with content creation ideas straight off your phone.

Leveraging social media content for your business to increase brand awareness and increase sales is a gold mine when done in the correct way. Examples of this are Gary Vaynerchuk, Grant Cardone, Tony Robbins, Brussel Brunson, and the list goes on.

People seem to like following individuals more than businesses. People like relating to people and learning. As a business owner, I highly recommend creating your own account whether a personal or business account. At the beginning you need to go all in with posting every day. Make it a challenge to post once a day for at least for 30 days straight. At first, it might feel awkward and it probably will be crap but like I said before, consistency compounds. At the end of 30 days you'll be able to see what works and what doesn't. Then you pivot and double down on what works.

When filming, keep in mind who you are talking to, what the why of the video is, and what you want to get across to them along with the whole main point of the content.







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RRI

2025 SOCIAL MENTALITY

Now is your time to get started or accelerate! The more you create, the better you will get. Study what works, model after others, and most of all enjoy the process/game of it all.

Your challenge: *post at least 1x per day for the next 30 days*
In these 30 days, experiment with different styles.
After 30 days, go back to see what works. Double down on that and stop doing the rest.

80/20 principle! 20% of the content leads to 80% of the results. 80% of the content leads to 20% of the results. Simplify and double down!

I am here to help you crush it! - Zach Del Monaco







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VIDEOS 101



Image is from iPhone.

Top right: video recording settings for quality
Top left: recording light for dark areas
Bottom right: camera flip (front to back)
Bottom scroller: toggle between video, photo, etc
Botton center: recording button
Bottom left: small, fast preview access for previous content

<<< Zoom settings. Wide angle to full zoom

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VIDEOS 101

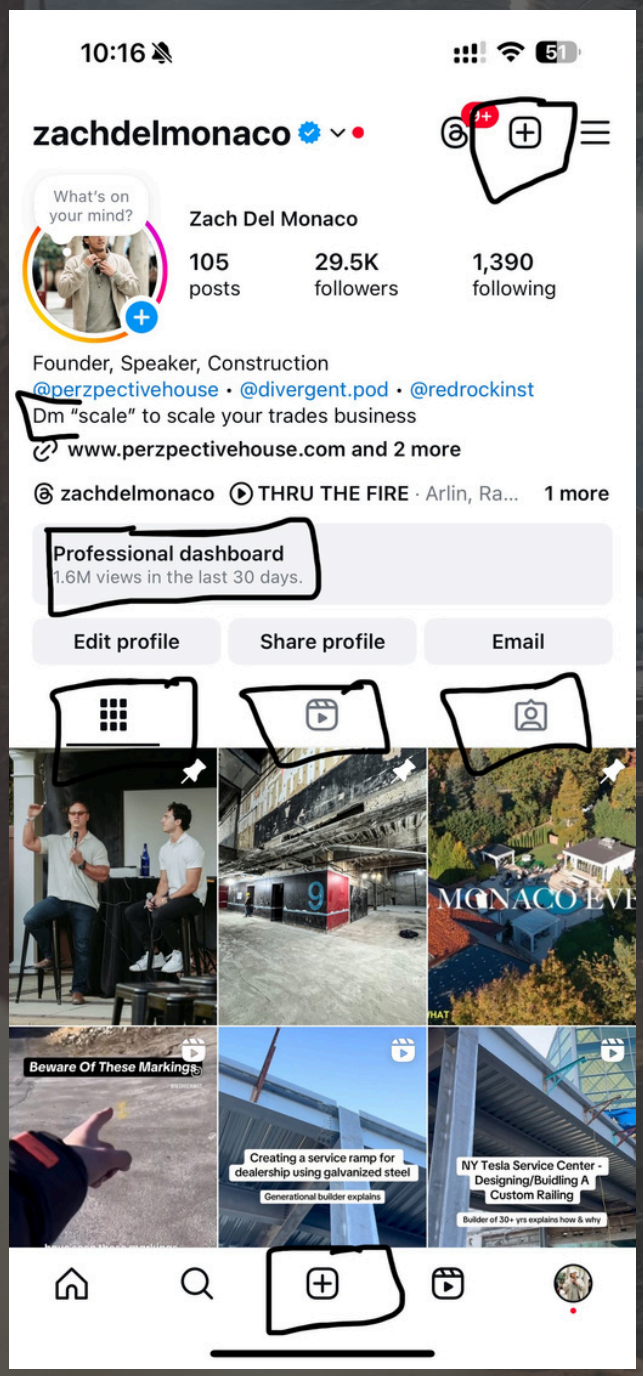


Image is from Instagram.

Top right (+): create a post
Botton center (+): create a post
Middle screen sections:

- Grid symbol: main feed
- Play/record symbol: reels/video section
- Person tag symbol: posts you have been tagged in

Professional dashboard: see all your analytics, data, comments, etc.
Bio: who you are, what you do, add in CTA

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VIDEOS 101

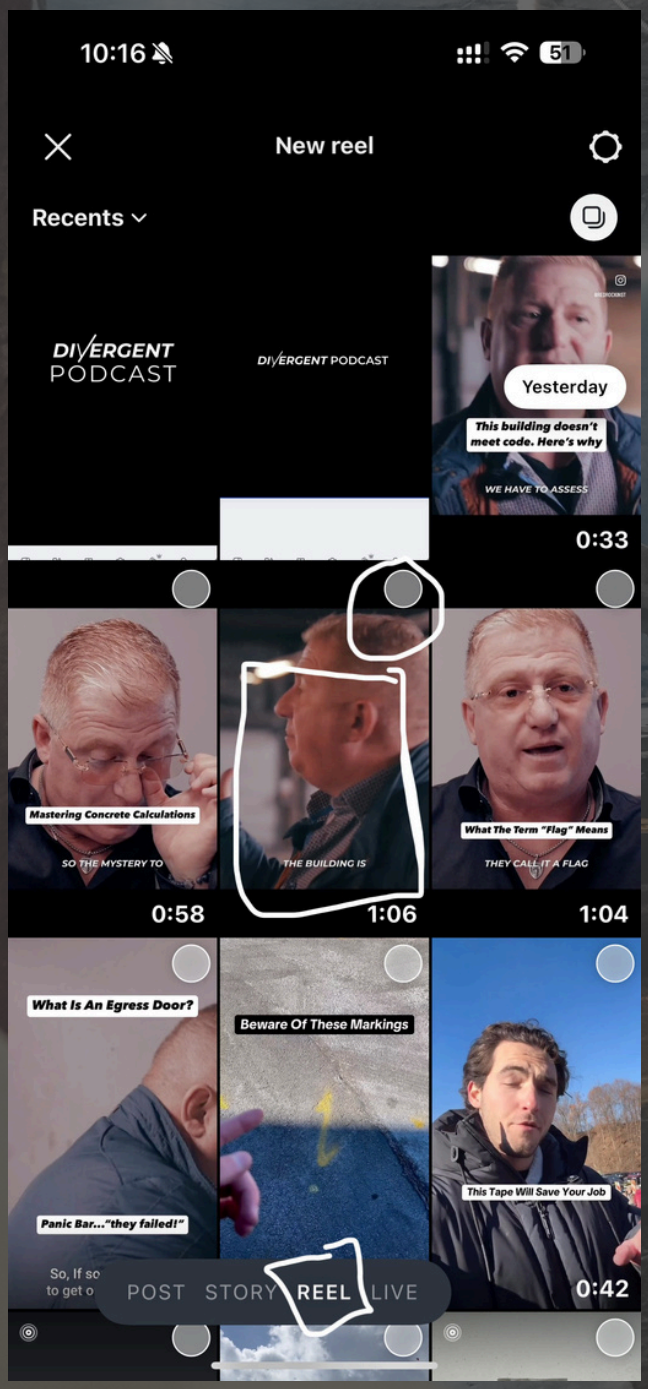


Image is from Instagram.

Create a reel/video by pressing "REEL" on bottom section.

Select specific video by clicking the circle on top right of video OR preview video by pressing on the video.

Add multiple videos into one by clicking the circle on top right of videos

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VIDEOS 101

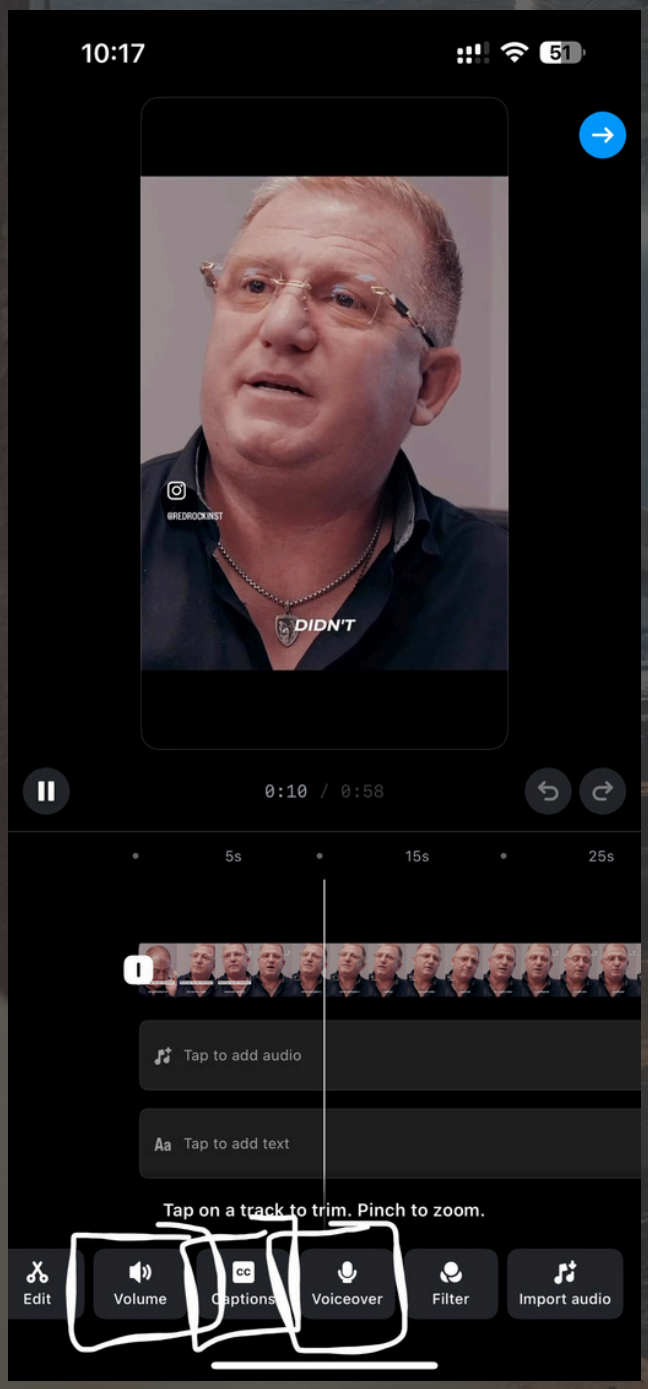


Image is from Instagram.

Once in the video editing section, swipe up on the screen/video to see all features and settings.

Click each feature to use and make edits.

Voiceover is great for explanation videos or time-lapses.
Captions is great for talking videos. Makes it easy for people to follow especially when in public loud setting.
Volume can be used to find perfect level of audio or mix in with music.

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VIDEOS 101

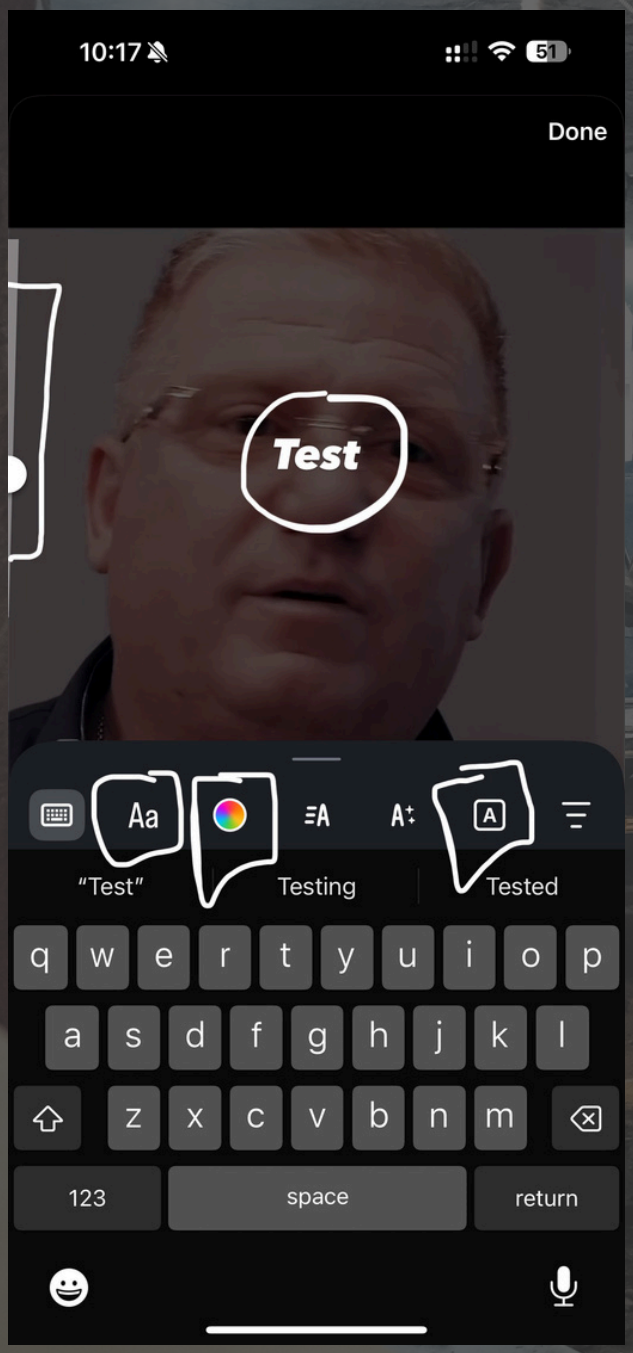


Image is from Instagram.

This is the “TEXT” feature.

The middle section of screen hosts various features to writing text on the video such as font, color, animations, shadows, background, and alignment.

To the left of the screen going vertical on the side hosts font size. Use the circle button to scroll up and down the screen to make text larger or smaller.

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VIDEOS 101

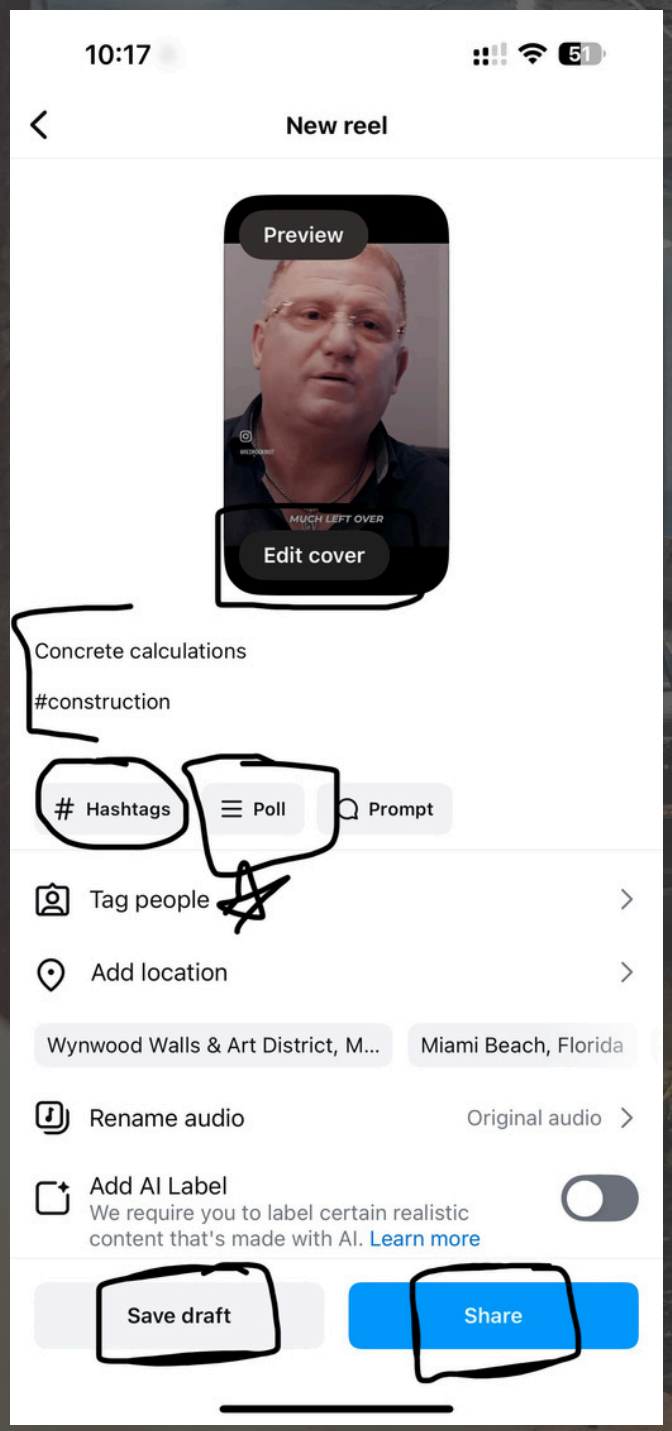


Image is from Instagram.

This is the final step to publishing content.

Edit cover: scroll through the video to find perfect image spot OR upload your own image.

Below "edit cover" is the caption section. Add information, advice, CTA, and hashtags.

The poll feature allows you to create polls for people to vote on your video. This increases engagement/interaction.

The tag feature allows you to TAG or INVITE people as collaborators on the post → increase views, engagement, etc.

At the bottom are you buttons.
Drafts: save your post for a later date/time.
Share: post your content now.

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VIDEOS 101

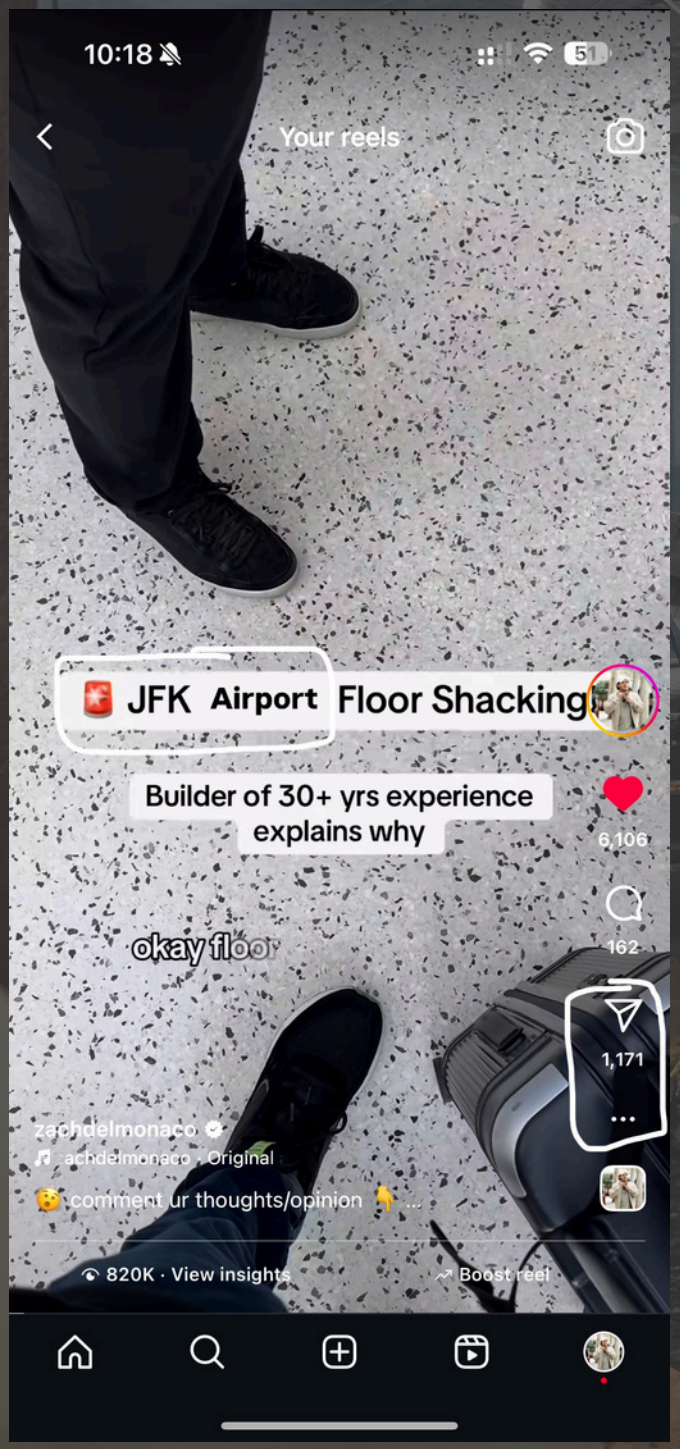


Image is from Instagram.

Once you click on your video/content, you will see this.

Use the arrow/sent button on the lower right side of screen to send to your friends and post on your story for all to see.

Include well know locations, name, things to your text on video to help performance

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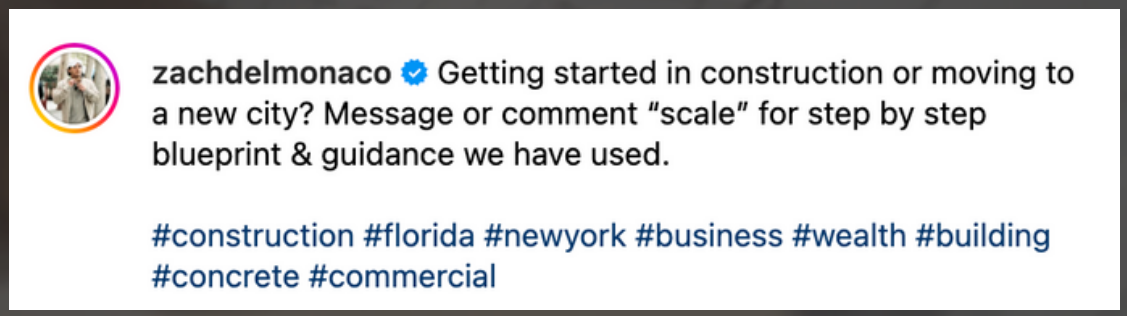
CTA COPY

Once you start increasing engagement and bringing in views, now it's time to start automations and lead flow.
A simple example of this is posting a video and writing

- MESSAGE ME THE WORD "BUILD" TO BUILD YOUR NEXT STRUCTURE
- COMMENT "SCALE" TO SCALE YOUR BUSINESS

People will start to comment or message you those individual words and next thing you know there is a lead! Now it is time for you and your team to follow up with them with your sales process.

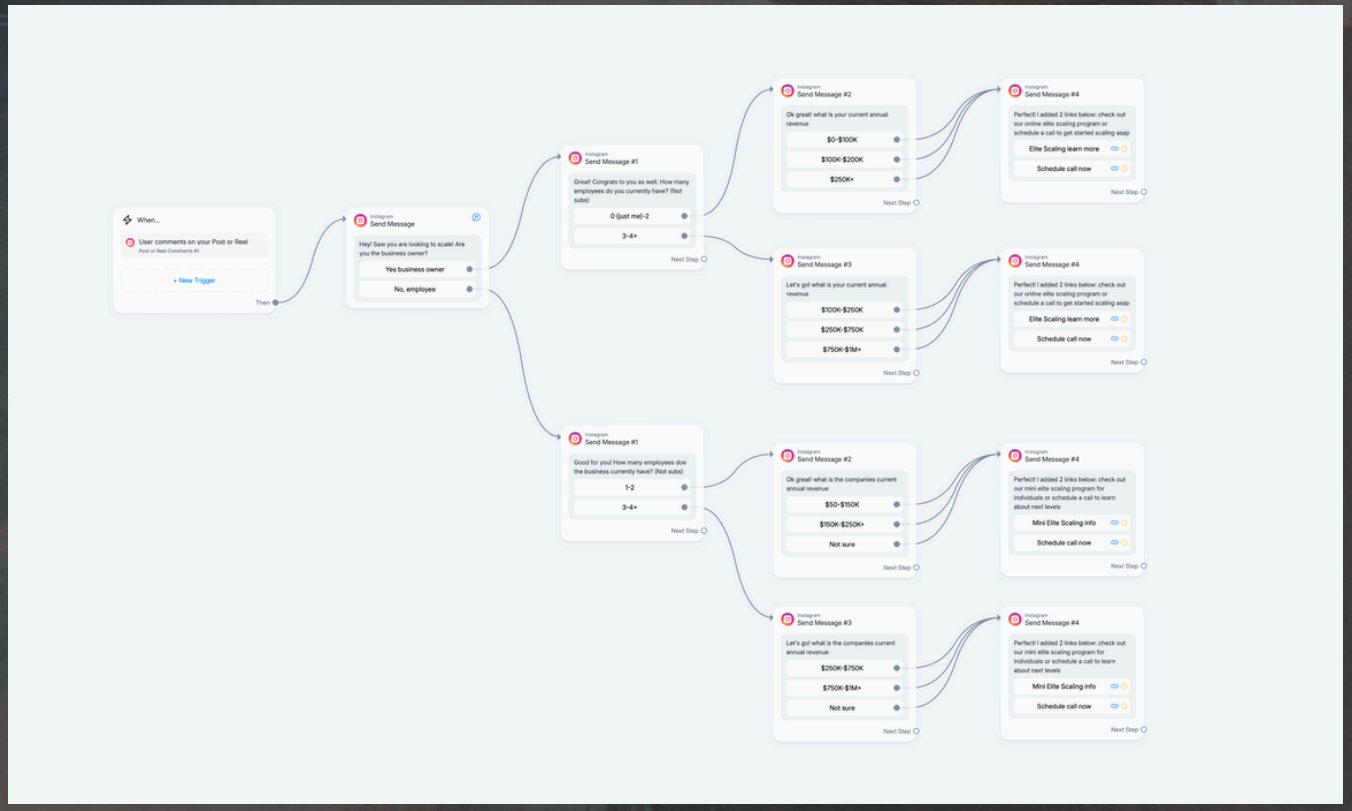




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AUTOMATIONS

The next level of this is using automations for social media leads and interactions instead of using your time to do so. Perfect app for this is called ManyChat. This will allow you to send automated messages based on words or interactions from individuals. You are able to also add qualifying questions in these automations to see whether a lead is qualified or not. If you have a CRM system, they may also have automation systems with it.



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TECH / LINKS

Here is a list of simple software platforms, devices and more you can use when getting started:

- Instagram in app video editor
- TikTok in app editor
- Instagram editing app called EDITS
  - (https://creators.instagram.com/edits?locale=en_US)
- CapCut for easy to use templates
  - (https://www.capcut.com/my-edit?from_page=landing_page&start_tab=video)
- Preview for page aesthetic preview
  - (https://preview.app/login)
- Opus clips for AI captions to videos and clipping videos from long form video
  - (https://www.opus.pro/)
- Later, Hootsuite and sprout social for scheduling a post on social media
  - Later (https://later.com/home/)
  - Hootsuite (https://www.hootsuite.com/)
  - Sprout Social (https://sproutsocial.com/)

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TECH / LINKS (2)

Continued:

- Instagram/Facebook in platform feature for scheduling of content posts
- Repurpose.io for repurposing content from one clap from to another automatically
    - (https://repurpose.io/)
- iPhone or Samsung for filming
- DJI small audio recorder for improved audio that attaches to phone
    - (https://www.dji.com/products/handheld-imaging-devices#mic-series)
- Drafts section for Instagram and TikTok storing content for posting at later date
- Use hashtags to get put onto specific pages when people search for content
- Leverage in app analytics for posting times and managing comments or you can use external platforms such as sprout social

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TECH / LINKS (3)

Continued:

- DJI small phone gimbal for stabilization
  - Phone gimbal
    - (https://www.dji.com/products/handheld-imaging-devices#om-series)
  - Osmo gimbal
    - (https://www.dji.com/products/handheld-imaging-devices#pocket-series)
- ChatGPT or DeepSeek for content ideas, captions, hooks, frameworks
  - Use this as your assistant helper
  - ChatGPT (https://chatgpt.com/)
  - DeepSeek (https://deepseek.ai/)

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CONTENT FRAMEWORKS

Video framework

1) Hook
2) Story
3) Deliverable steps
4) Call to action

Content ideas:

1. Time Lapse videos of your work
2. How to videos
3. Walkthroughs
4. Question & answer

Go on each social media platform you use. Look up specific content that pertains to your business and industry. See what performed very well. Study it. Model it for yourself. .

It does not have to be professional and perfect. Content that is more genuine, authentic, raw in the moment performs much better than highly edited videos.

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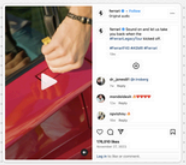
CONTENT FRAMEWORKS

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Below is an image of the framework Zach and his mentor used when Zach was creating content for Ferrari of Long Island. Next page are the results.

Old ASMR
- old Ferrari ASMR
- loud engine and exhaust
- stick shift
- constant motion

CAPTION:
- Bringing it back to the good old days. Comment below, manual or automatic?



Ferrari Reveal in Back Country curve road
- can only hear exhaust at end
- camera zoom cropped in
- beautiful background
- Ferrari not moving at medium speed

CAPTION:
- Weekend Ferrari drives on an open ride are the best.
- To inquire about a Ferrari, DM us "Ferrari"... limited supply.



Posts replicate
https://www.instagram.com/reel/C3vrRsJrnsH/?igsh=Ymd2Z2o3N3luYzNx done

https://www.instagram.com/reel/CzEI_pxszBD/?igsh=YzJpMm10enh0Yzd5 done

https://www.instagram.com/reel/CmFB-l4DsYU/?igsh=NDM5djJ1ZzA0b3Q4 done

https://www.instagram.com/reel/Ca7Of1uqk7h/?igsh=bWRzcXlseGV4eHY2 done

https://www.instagram.com/reel/CQoUP8ULN-o/?igsh=MWN3OHhueXk3a2U1bA== done

https://www.instagram.com/reel/C35IO3ZqGtK/?igsh=MWxnNTJpeXptbGhpaA== done

https://www.instagram.com/reel/C2kf-xjodIv/?igsh=bGlwaTNndzh6YjB0 done

https://www.instagram.com/reel/C4XgyRrLe5w/?igsh=dzMwcjU0bmJiMGhu done

https://www.instagram.com/reel/C2fDDrZPKwb/?igsh=MWhjMG5taXVoc2F0aw== done

https://www.instagram.com/reel/C2NBuaqxYj8/?igsh=aWsyZjh3dG9maGt5 done

https://www.instagram.com/reel/C4WB2p3Lmwu/?igsh=MTNrejNyZ25xOHcycg== done

https://www.instagram.com/reel/C2ggHNSCKJ5/?igsh=MTk5NjFnand2eGc5ZA== done

https://www.instagram.com/reel/C3PFbCLtLvI/?igsh=MTZzZ3h5OWY1OWFxbg== done

https://www.instagram.com/reel/C0KbgjVr3q7/?igsh=eW5kdW9odXB4OGQ0 done

https://www.instagram.com/reel/C1kDbMyN5Z_/?igsh=cjV0bTc4NThrOWI= done

https://www.instagram.com/reel/CbdIGz7p4Ht/?igsh=MWYyMmd6OTInd2Uwdw== done

https://www.instagram.com/reel/CcDZvm9DjSG/?igsh=MWQ3a2×2NTB6d2QwNQ== done

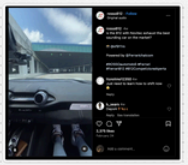
https://www.instagram.com/reel/CMmo4thn9cL/?igsh=YWx6MGJmeWs2M21l done

https://www.instagram.com/reel/C12je9kl258/?igsh=MWkyOGRtNXphangwbA== done

https://www.instagram.com/reel/C1erYBPMbZm/?igsh=b2YzMnFwemRrYWNn done

https://www.instagram.com/reel/CzbhfJ0J3lY/?igsh=MTR0YnBmYjBnNm5icg== done

https://www.instagram.com/reel/CPGITkgJm02/?

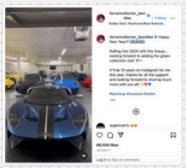


The exhaust test
- Make sure you can loudly hear exhaust
- maybe being in a tunnel will help
- ends with view of car

CAPTION:
- Is the 812 with Novitec exhaust the best sounding car on the market?
- If you want to inquire about the 812, DM us "812"... we have 1 in inventory, just fresh came in

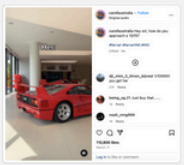
Lee's Ferrari Garage
- iphone filmed
- reaveal to a garage fill of Ferrari's
- lineup of red vs yellow

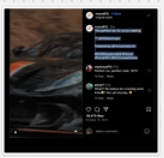
CAPTION:
- The ultimate Ferrari garage @ferraricollector_davidlee
- If you want to inquire about a Ferrari, DM us "Ferrari"... limited inventory.



Meme: Just go talk to her
- Beautiful background (italy water)
- switches to front shot of Ferrari
- simple text above
- plays on emotions of person
- don't expect to be a Ferrari
- iphone picture and filmed

CAPTION:
- When you finally found the one!
- To cone in and check out THE ONE, DM us "Ferrari"... limited supply.





Curvy Road + Exhaust
- Make sure you can loudly hear exhaust
- Beauitufl nature, beautiful road
- camera: 1 shot, nice quality, 35 or 50 mm lens

CAPTION:
- the perfect toy for curvey roads
- To test drive the 812, DM us "812"... we have 1 in inventory, just fresh came in
- To come in and check out the 812 at Ferrari long island, DM us "812"... we have 1 in inventory, just fresh came in

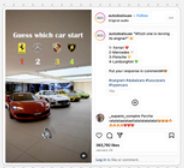
BTS Lee Drive
- iphone filmed
- raw, uncut, unedited
- behind the scenes feels like your with them taking a drive
- describing how David feels

CAPTION:
- BTS with the LaFerrari Aperta. Warm weather and breeze through the hair.
- If you want to inquire about a Ferrari, DM us "Ferrari"... limited inventory.



Guess the car rev
- Lineup of 4 different expensive rac cars
- front hazards on
- logos above
- testing people
- quick video making your replay it

CAPTION:
- Which one is it? Comment below and share.
- Message us "Ferrari" to get in contact... limited supply.



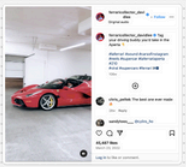


robot
- Make sure you can loudly hear exhaust
- Any regular road in day
- Pull up, See robotics of the car, pull away
- iPhone regular video

CAPTION:
- Awesome 812 GTS equipped with a a @novitecgroup exhaust, Novitec wheels and carbon parts
- To test drive the 812, DM us "812"... we have 1 in inventory, just fresh came in
- To come in and check out the 812 at Ferrari long island, DM us "812"... we have 1 in inventory, just fresh came in

Pull Out
- raw, uncut
- surrounded by Ferrari's
- caption is tag your driving buddy
- simplistic

CAPTION:
- Heading out to meet with your driving buddy.



Mom + Speed Joke
- Filmed on iphone
- smooth, quick shots of angle of car
- simple text above



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CONTENT FRAMEWORKS

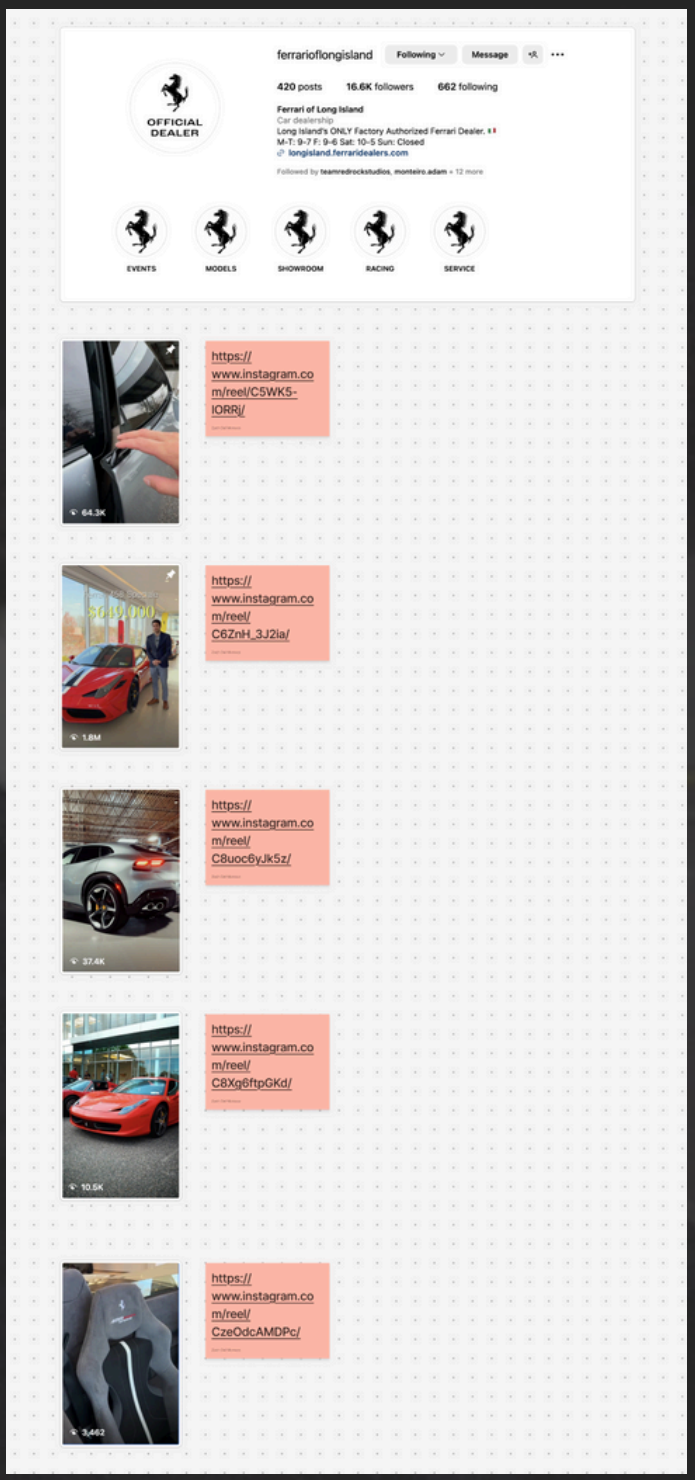


Image of results to the right.

Zach was able to study what worked, replicate it, and increase views, engagement, following, etc.

This was over 1-3 months of consistent positing.

Video 1: new Ferrari, open door reveal

Video 2: Ferrari car name & price

Video 3: Slow motion reveal and drive of new Ferrari

Video 4: Fast clips back to back of Ferrari lineup

Video 5 - video from the past before implementing this blueprint.

The last image/video was before this research & framework when Ferrari was doing their own content.

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FILMING ON PHONE

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Filming on phone:

1. Set video to either [HD 60 frames per second (FPS)] or [4K 60 frames per second (FPS)]
2. Record
3. Open social media app
4. Click the plus button to make a video
5. Select footage from your camera roll or film directly in app
6. Once uploaded or filmed, click the captions feature to add captions (this makes it easy for people to watch and understand what you are saying especially if they are in public)
7. Add text to the beginning of the video explaining what is happening. Need to be creative for a catchy hook that gets people's attention. Include very well known things such as JFK airport, brand, food, how to...
8. Press next/arrow in upper right hand corner
9. Add some copy/text for a caption along with captions and a call to action (CTA)
    a. If you collaborated with someone, tag them or invite them as a collaborator on the post to increase engagement and views
10. Lastly, post the content or press drafts to save for later date
11. Once posted, like your post and share on your story for others to see

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COMPLAINTS

"B*TCHING"

- I don't know how to do this content stuff
  - Learn from the above.
  - Use ChatGPT for help.
  - You will learn it.
- It takes too much time
  - It may at first but with technology it really won't at all.
  - Schedule it into your day
  - Use technology to create clips from long videos and schedule it out in advance
  - Create a monthly or weekly calendar
- It doesn't work
  - Yes it does. It just hasn't clicked for you yet. Keep consistency
- I get no view/I am shadow banned
  - You are either very new and need more time or your content just sucks honestly (Would you watch your own content?)
- I get no leads / sales
  - Keep trying and get creative
  - Change you video style and CTA/offer
- My clients are not on social media
  - Identify with clarity who your customers are. Their persona. Where are they? What do they like? What platforms do they use (ask them if you don't know)? Go on those.
  - Yes they are. Everyone is. Even if they were not, their children are or their spouse is and they watch over them.

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COMPLAINTS (2)

“B*TCHING”

- I don’t like to be on camera
  - Don’t need to be on camera. Do faceless video of camera pointing away from you or blur your face
- I will not be able to handle to extra business
  - GOOOOOD! Expand your team and grow. Message me/the team and we will help you.
- Someone is already doing the same thing
  - Nice. Model after what works for them. You are unique and people will follow you for you! They might never know the other person exists. It’s a chain reaction

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FUNNEL FLOW

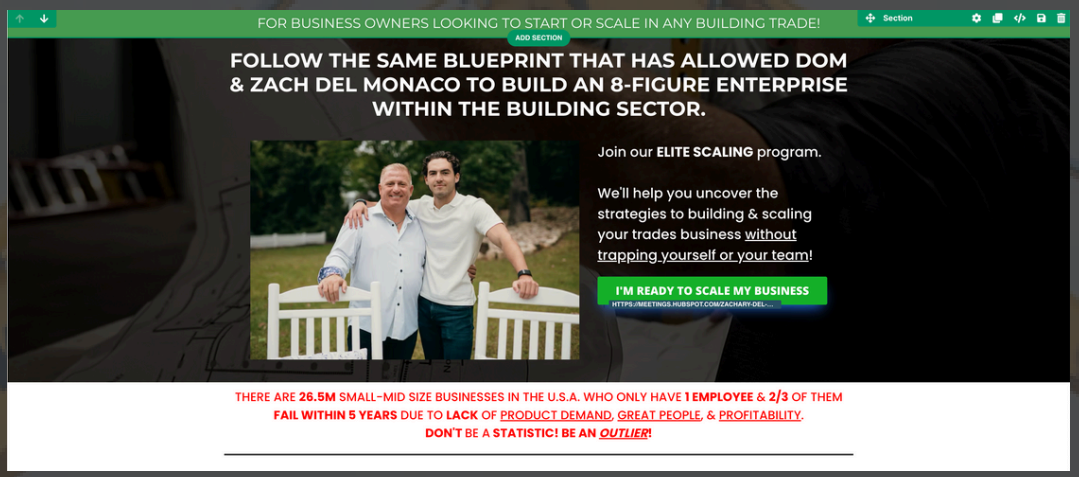
Funnel Flow:

- Post content → manychat automation
- Link in bio → landing page or calendar
  - Landing page > website especially when starting. Get people sold on one, specific offer with one, specific action to take → click here.
- Form → Email CRM + optional phone call setup
  - Grab their information: Name, number, email, company, job title
  - Can also qualify through form: owner or employee, annual revenue, # employees, biggest struggle, 1 year - 3 year goals
- Store data in spreadsheet
  - Can be excel or google sheets starting out
  - CRM for more scale & structure
- Use email/SMS tools for automated follow-up
  - Keep them in contact & be top of mind

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LANDING PAGE

All actions lead to one outcome. Simple, to the point.
Focus is on selling one specific thing (for their contact or money).

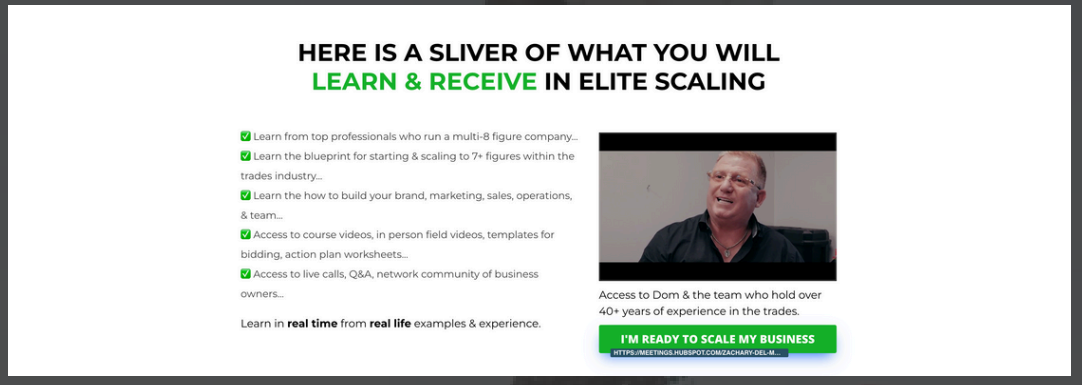


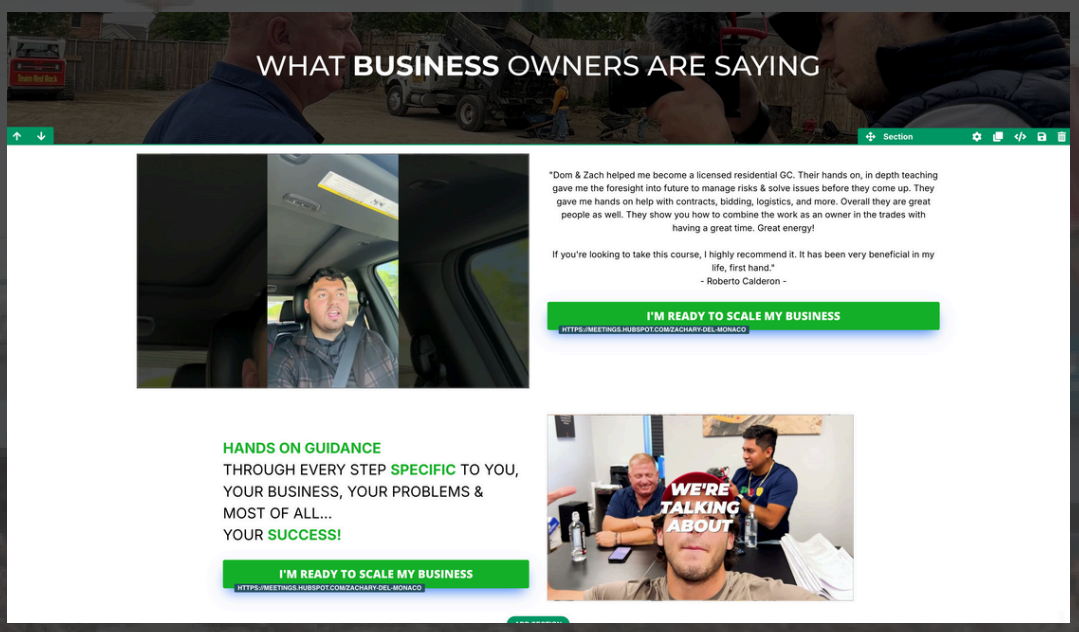
Have everything people need right int he beginning. 80% people do not scroll down.

- Header/CTA
- Details
- Button

Teaser section of what is to come.

- Header / CTA
- Details / Content
- Button





Slam testimonials! People & results sell better than you do.

- Client wins
- Video & text
- Button

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DONE FOR YOU

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Marketing / Content Creation Specifically Tailored To Your Business

Monthly retainer for social media: package to include 1 or all

- Content ideas & strategy
- Filming
- Editing
- Scheduling/posting
- Social media management

If you are looking for specialized social media/content help, reach out to Zach Del Monaco with “Social Scaling”:

zach@redrockinst.com or @zachdelmonaco on Instagram

@zachdelmonaco

SALES & NETWORKING ASSASSIN



THE PLAYBOOK TO BUILD HIGH-VALUE RELATIONSHIPS & CLOSE DEALS LIKE A SAVAGE!

Learn the step-by-step strategies top 1% closer, business owners, and master networkers use to build confidence, command respect, & lock in deals daily.

RRI

20+ YEARS SALES & NETWORKING

I’m willing to bet you hear people talking about how important sales & networking is very often, especially in business. In the end, sales (money) is the oxygen to business and your generate sales through networking connections. They tie hand in hand. However, there is a massive difference between an average sales & networker vs. and a master.

The average person comes off in the wrong way. Too pushy, too weird, too desperate, a train-wreck. They are not genuine or at least do not seem that way. They can never close a deal, have trouble closing, or are simply terrified of taking on more than can handle. They simply get in their own way. When all these combine...yikes!

Then there is the master. The person where people, deals, and more flow to them seemingly almost effortless. They give just the right amount of push/encouragement, are very likable, and you want to do business with them. Doors open up and opportunities come flooding in. The master is able to close deals, upsell, and continue to build long lasting relationships in the end.







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20+ YEARS SALES & NETWORKING

So how do you go from average to master? How do you become a magnet? How do you create true, meaningful, long lasting relationships? And, how do you close more deals along with upsells? Are you willing to do what it takes?

Dom started out, in his beginnings, with a do or die mindset. He had a family that was growing and needed to support. So, he set out to build commercial construction because that is what he knew even at a young age (his father was in residential construction). Dom narrowed in his niche and customer persona. He then went out and promoted himself all over to others saying, "My team and I are the best builders around" with total confidence in that statement. He started doing all types of projects, whatever came his way. This built up momentum wins, got cash through the doors, and helped him build a solid portfolio along with client relationships. Dom worked relentlessly and was there for his customers all the time.
It got to a point where the clients have him all their work and started referring him customers because they loved him, the product, and the service.







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20+ YEARS COMPOUNDING

IT ONLY TAKES ONE + CONSISTENCY COMPOUNDS!

Now that Dom and his team had multiple customers and projects (from word of mouth and meeting people in public), he was introduced to high level individuals along with various events.

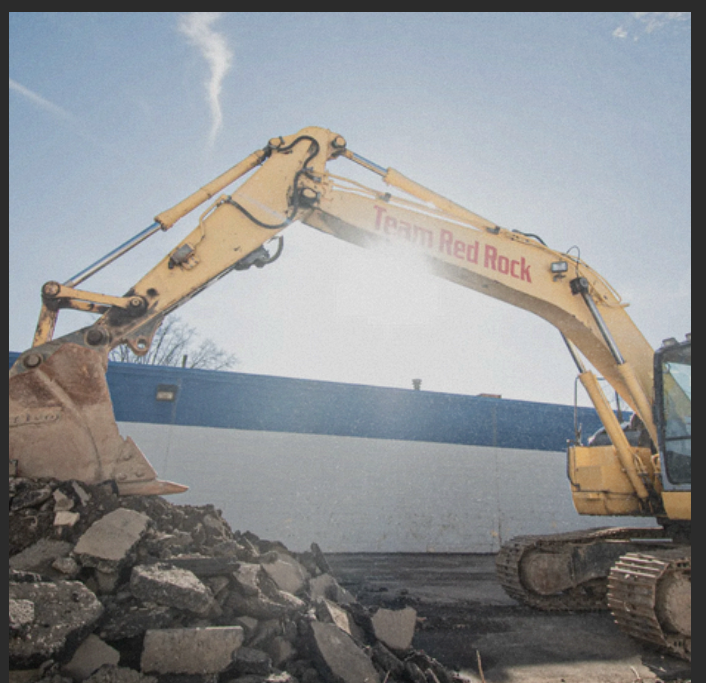
At these events, Dom and his team would continue to meet various individuals and connect their networks together (focus on giving/providing value to others). Dom would also donate to charities, organizations, fundraisers, etc. This is a great way to give back to the community, meet others, and get your name out in public. Individuals would notice Dom's work on other projects and give him a shot at their job. From there, Dom and his team shined bright! When you get a break, go all in and shine bright!

Another great opportunity was when other companies messed up on a high profile project, Dom and the team would come in to fix it all. This is how he was able to secure Porsche, Ferrari, Lamborghini, Rolls Royce, etc.

Most of all, Dom is confidence in himself and his team. They promote and execute!







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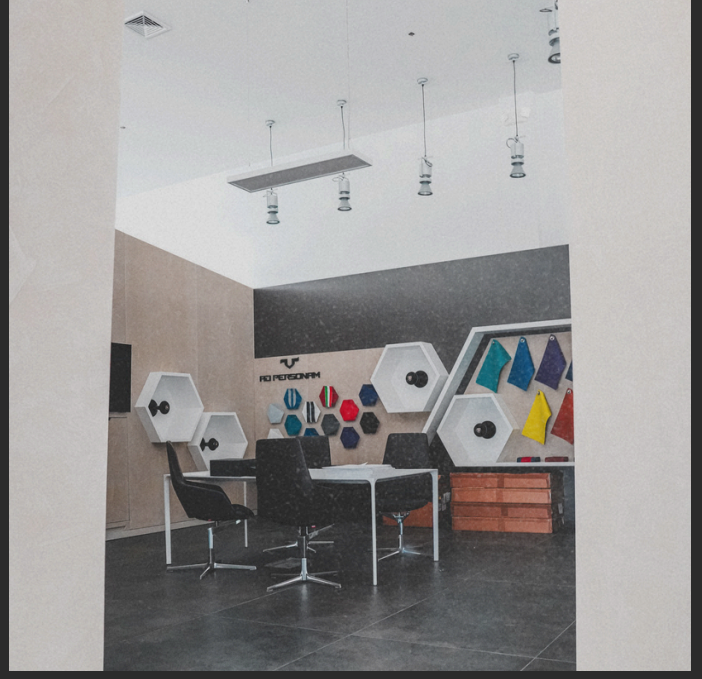
EXPANSION MENTALITY

We notice many people resort back into small thinking or self sabotage themself. They have a very hard time thinking bigger and going after larger work.

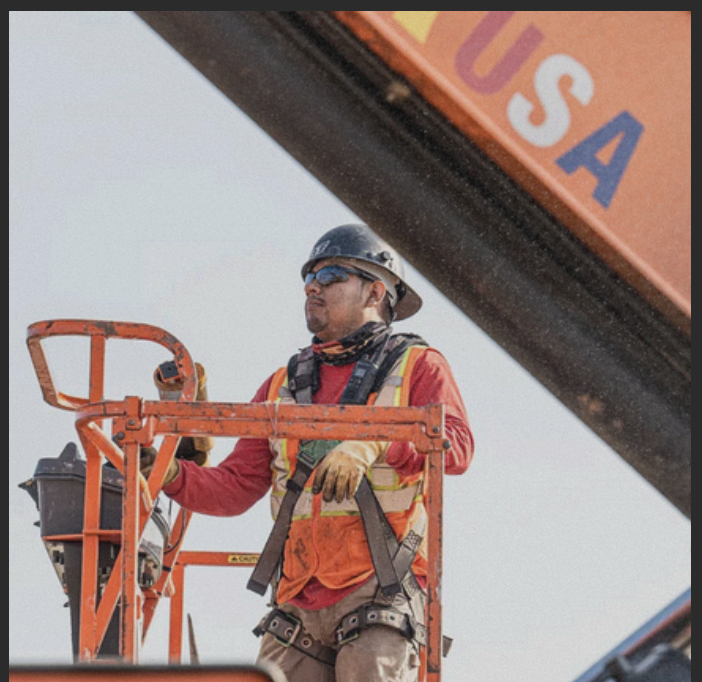
You MUST have total confidence in you, your team, and your product/service. You MUST be willing to go all in, to expand when others contract, to go after your goals. Sometimes you may not feel like going to the events, talking with others, waking up for another day at work. You do it anyway, especially when starting out.
Build confidence through action/repetition. The more you do, the more you learn. The more you learn the better you become and more confidence you gain.

Continue to show up daily. Put in the work. Consistency will compound.
Be genuine and help others. Mix in comedy to break the tension and look out for others bes interests.

DO NOT wait around. Make the call, email, text, connection now. People value time/speed, especially Dom.







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ACTION PLACKBOOK

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This project on Long Island, NY wanted to do a full renovation of the building, add a new building, and have all of this done within a tight timeframe to be open for NY spring sales.

With the sale closed, our team had numerous meetings to schedule the trades very specifically. Some trades needed to overlap and others were put to the test. There were times where issues arose and our team had to immediately create a solution.

We leveraged technologies to plan the project out and gantt charts to properly plan. At one point closer to the end, we had 1 week or less to be finished and needed all hands on deck. So, as planned, we had numerous trades on the site dialy, our team visiting daily, and site managers.

Long story short, we got the job done and it looks absolutely beautiful.

This project was a second sale.
As the saying goes, it's easier to get second money than it is first money.

This definitely was an amazing project and a great add on to the portfolio to share with others for future work.



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ACTION PLACKBOOK

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The image below is one of the largest Porsche dealerships in North America. This project is an example when another company slips up and your team steps up.

The company who was building this structure structurally messed it up beyond imagination. Our team was brought in to “save the day”. Instead of knocking the entire structure down and rebuilding, our on site team spent months on ont structural integrity of the building. We had to make sure the foundation and steel connections were properly in place before anything else.

Once the dealership was complete, we had numerous content around the project to promote, formed a great connection with the owner (who is an amazing man), and captured the eyes of other dealerships such as Lamborghini, Rolls Royce, Bentley, Ferrari, and Maserati.

Again, compounds. Continue putting in the daily work so you and your team are ready to rock when opportunity comes knowing AND you are able to knock it out of the park.









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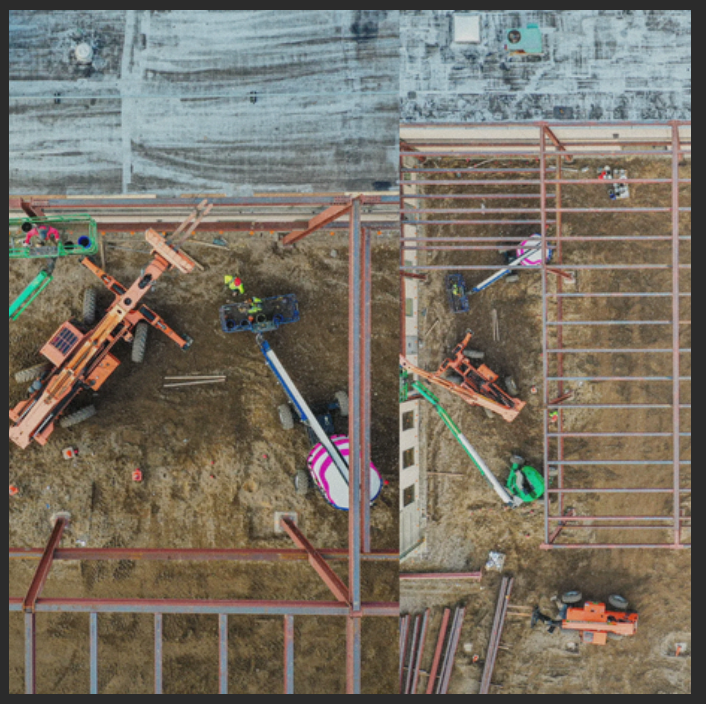
ACTION PLACKBOOK

Add these skills to your arsenal and you are on your way to becoming unstoppable!

Action Playbook Needed:

- Total confidence, unstoppable mentality
- High, powerful energy
- Become a master at communication
- Expanding your circle
  - Guide to find, meet, and convert high value clients
- Locations and events to go to
- Strong connections, interviews, and introductions
- Script framework on what to say
- Event tactics
  - Emotional & logical selling
- Building and strengthening genuine relationships







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THE FOUNDATION

POSITIVITY - CONFIDENCE - ENERGY

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MUST be magnetic! People buy people first, then the service.

Blueprint:

- Smile with intent. Radiate confidence.
- Eye contact + strong handshake = power first impression.
- Show up with SPARK - your internal belief will sell them before your pitch does
- Listen to them ask they speak.
- Repeat what they said back to them - shows you are actively listening.
- Ask them questions to go deeper.
- Find commonalities.

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GETTING OUT THERE

EXPANDING YOUR CIRCLE

Sales begins the moment you decide to leave your comfort zone. Tell others you are the best, look at yourself in the mirror and hype yourself up.

Blueprint:

- Write your goals daily - goals give your day direction and create subconscious traction
- Spot opportunities everywhere through friendliness, respect, and showing up early
- Manifest your goals & network intentionally
  - Manifesting: intention + action + attraction
  - Living in the present moment as your future self
- Respect others time
  - Show up 15 minutes early
- Shake their hand & make eye contact

Action:
Set one daily action that gets you closer to a new client

Daily Success Sheet

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CLIENT HUNTING

WHERE & HOW TO FIND THEM

You can't win clients you don't meet. Here's how to hunt. The best way is through a mutual connection/introduction. This establishes credibility and trust very fast. Another way is to research online.

Blueprint:

- Use instagram, LinkedIn, Facebook, and niche directories to hunt clients through social media
  - Find their names, companies, charities, hobbies, interests
- Send direct messages, letters, or calls with flattery and service
- Show genuine interest in their business, not your pitch
- Understand their wants and needs (even more than they do)
  - Think creatively for them
  - Be a couple steps ahead of them
- Social judo: give before you ask. Compliment, donate, support

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CONNECTIONS THAT CLOSE

INTERVIEWS & INTRODUCTIONS

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Don’t pitch strangers. Build strategic relationships. You must know them in and out+ know your field of expertise.

Blueprint:

- Research clients deeply
  - Their projects, interests, and passions
- Small talk/commonalities → common ground → business pivot
- Use warm introductions and mutual friends / events to set up soft landings
- Always offer them something before you ask from them and give to them first

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EVENT DOMINATION
CHARITY & IN-PERSON TACTICS

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Events are the new boardrooms.

Blueprint:

- What to say at events: be real, sincere, genuine, funny, and not pushy
- Ask questions like: "How did you get started" & make it about them
- Transition from casual talk to opportunity:
  - "Would love to show you some of my work and what I can do for you"
  - Drop names & projects strategically
- Leverage 3rd party calls or endorsements for maximum trust

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TACTICAL SELLING
ASK, LISTEN, REPEAT

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Don’t pitch. SOLVE!

Blueprint:

- Ask what their needs are. Find their needs. Stop talking and listen deeply!
- Repeat what they said to clarify and show understanding
- Show what other successful companies are doing (FOMO + Credibility)
- Commit to a 1 week or less proposal delivery

“Discovery Call Question List”

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ROCK THE CLOSE
PROPOSAL TO CONTRACT

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Turn the talk into a deal transaction!

Blueprint:

- Call → set appointment → present in person
- Bring 2 physical proposals
- Explain each benefit
- Talk through ways to limit disruptions to daily operations
- Be flexible. Serve first.
- Include exclusions: permits, fees, testing, hazardous materials, FFE
- Timeline: 4-8 months with/without occupancy
- Bring certificates: workman's comp, general liability, excess liability

“Proposal Template (editable)”
“Client Prep Checklist”
“What to bring to every sales meeting pdf”

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CONTRACT & MONEY
LOCK IT IN

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Don’t just sell... lock it in the right way!

Blueprint:

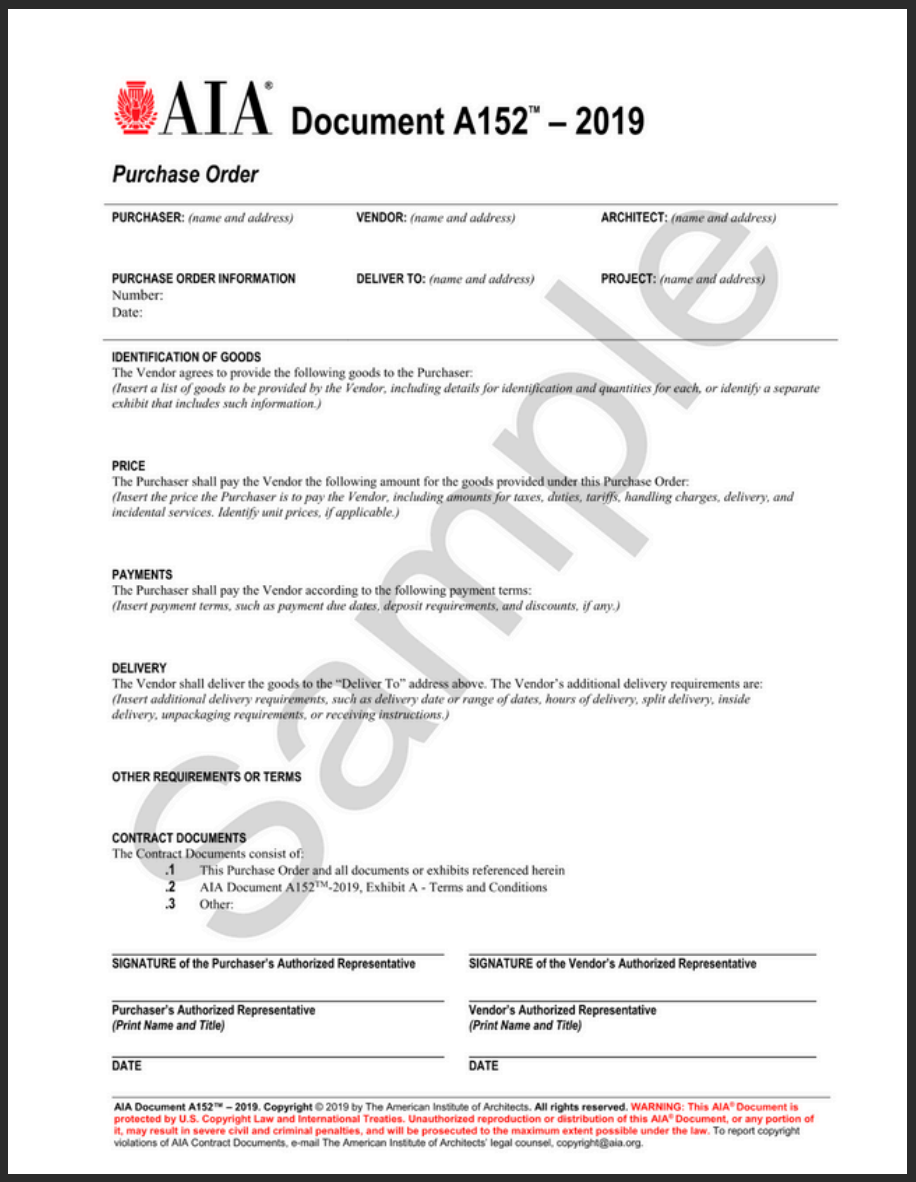
- USA AIA Contract A-101 for professionalism
- Include Application & Certificate of Payment (G702 &G703)
- Require deposit for mobilization / long lead items
- Set terms: 15 day or 30 day pay cycles
- Issue lien waivers after payment
    - Shows and protects the customer - that the previous paid invoice was used to pay subcontractors and their vendors
- There is a conditional waiver for in progress & unconditional at the end of project

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AIA CONTRACT

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American Institute of Architects contracts, are pre-drafted legal agreements used in the construction industry to define the roles, responsibilities, and terms of agreements between project stakeholders. They ensure fairness by standardizing terms and conditions for owners, contractors, architects, and other parties involved in construction projects.



AIA Document A152™ – 2019

Purchase Order

PURCHASER: *(name and address)*

VENDOR: *(name and address)*

ARCHITECT: *(name and address)*

PURCHASE ORDER INFORMATION
Number:
Date:

DELIVER TO: *(name and address)*

PROJECT: *(name and address)*

IDENTIFICATION OF GOODS
The Vendor agrees to provide the following goods to the Purchaser:
(Insert a list of goods to be provided by the Vendor, including details for identification and quantities for each, or identify a separate exhibit that includes such information.)

PRICE
The Purchaser shall pay the Vendor the following amount for the goods provided under this Purchase Order:
(Insert the price the Purchaser is to pay the Vendor, including amounts for taxes, duties, tariffs, handling charges, delivery, and incidental services. Identify unit prices, if applicable.)

PAYMENTS
The Purchaser shall pay the Vendor according to the following payment terms:
(Insert payment terms, such as payment due dates, deposit requirements, and discounts, if any.)

DELIVERY
The Vendor shall deliver the goods to the "Deliver To" address above. The Vendor's additional delivery requirements are:
(Insert additional delivery requirements, such as delivery date or range of dates, hours of delivery, split delivery, inside delivery, unpackaging requirements, or receiving instructions.)

OTHER REQUIREMENTS OR TERMS

CONTRACT DOCUMENTS
The Contract Documents consist of:

.1 This Purchase Order and all documents or exhibits referenced herein
.2 AIA Document A152™-2019, Exhibit A - Terms and Conditions
.3 Other:

SIGNATURE of the Purchaser's Authorized Representative

SIGNATURE of the Vendor's Authorized Representative

Purchaser's Authorized Representative
(Print Name and Title)

Vendor's Authorized Representative
(Print Name and Title)

DATE

DATE

Sample

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A-101

Standard form of agreement between owner and contractor for use where the basis of payment is a stipulated sum or fixed price. A101 adopts by reference, and is designed for use with, AIA Document A201®–2017, General Conditions of the Contract for Construction.



AIA® Document A101® – 2017

***Standard Form of Agreement Between Owner and Contractor** where the basis of payment is a Stipulated Sum*

AGREEMENT made as of the _____ day of _____ in the year _____
(In words, indicate day, month and year.)

BETWEEN the Owner:
(Name, legal status, address and other information)

and the Contractor:
(Name, legal status, address and other information)

for the following Project:
(Name, location and detailed description)

The Architect:
(Name, legal status, address and other information)

The Owner and Contractor agree as follows.

This document has important legal consequences. Consultation with an attorney is encouraged with respect to its completion or modification.

The parties should complete A101®–2017, Exhibit A, Insurance and Bonds, contemporaneously with this Agreement.

AIA Document A201®–2017, General Conditions of the Contract for Construction, is adopted in this document by reference. Do not use with other general conditions unless this document is modified.

Sample

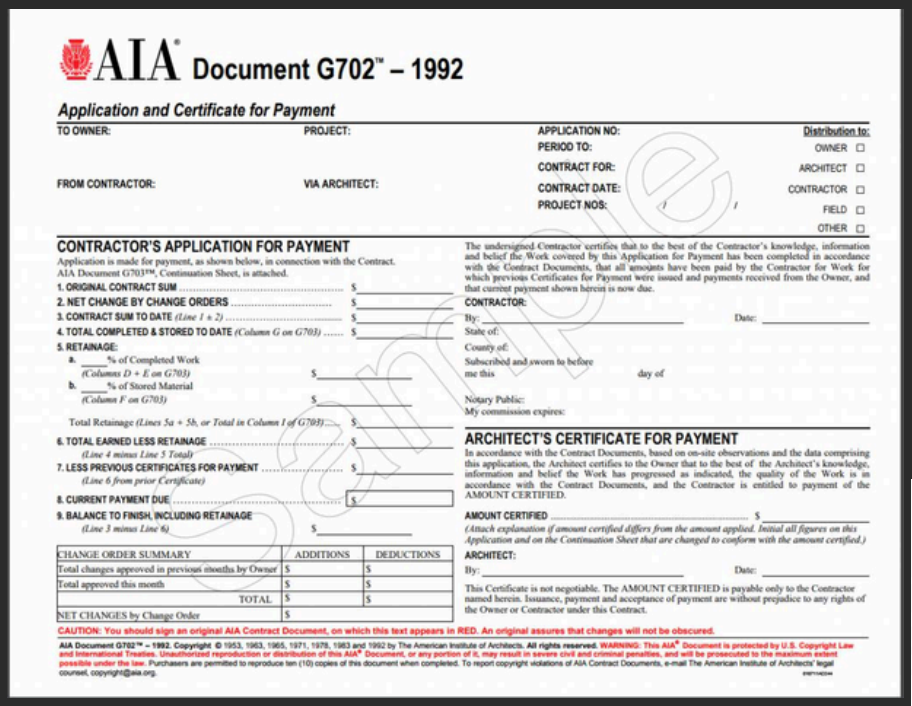
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APPLICATION & CERTIFICATE OF PAYMENT (G702)

Standard form in the construction industry used by contractors to apply for progress payments and by architects to certify the amounts due. It provides a detailed breakdown of the contract sum, work completed, retainage, and previous payments, making it a crucial document for transparent and accurate financial tracking. The G702 is often used in conjunction with the G703 Continuation Sheet for detailed work breakdowns.



AIA Document G702™ – 1992

Application and Certificate for Payment

TO OWNER: PROJECT: APPLICATION NO: Distribution to:
PERIOD TO: OWNER ☐
CONTRACT FOR: ARCHITECT ☐
FROM CONTRACTOR: VIA ARCHITECT: CONTRACT DATE: CONTRACTOR ☐
PROJECT NOS: FIELD ☐
OTHER ☐

CONTRACTOR'S APPLICATION FOR PAYMENT

Application is made for payment, as shown below, in connection with the Contract. AIA Document G703™, Continuation Sheet, is attached.

1. ORIGINAL CONTRACT SUM ..... $
2. NET CHANGE BY CHANGE ORDERS ..... $
3. CONTRACT SUM TO DATE *(Line 1 ± 2)* ..... $
4. TOTAL COMPLETED & STORED TO DATE *(Column G on G703)* ..... $
5. RETAINAGE:
   a. ____% of Completed Work *(Columns D + E on G703)* $
   b. ____% of Stored Material *(Column F on G703)* $
   Total Retainage *(Lines 5a + 5b, or Total in Column I of G703)* ..... $
6. TOTAL EARNED LESS RETAINAGE ..... $ *(Line 4 minus Line 5 Total)*
7. LESS PREVIOUS CERTIFICATES FOR PAYMENT ..... $ *(Line 6 from prior Certificate)*
8. CURRENT PAYMENT DUE ..... $
9. BALANCE TO FINISH, INCLUDING RETAINAGE *(Line 3 minus Line 6)* $

CHANGE ORDER SUMMARY	ADDITIONS	DEDUCTIONS
Total changes approved in previous months by Owner	$	$
Total approved this month	$	$
TOTAL	$	$
NET CHANGES by Change Order	$	

The undersigned Contractor certifies that to the best of the Contractor's knowledge, information and belief the Work covered by this Application for Payment has been completed in accordance with the Contract Documents, that all amounts have been paid by the Contractor for Work for which previous Certificates for Payment were issued and payments received from the Owner, and that current payment shown herein is now due.

CONTRACTOR:
By: Date:
State of:
County of:
Subscribed and sworn to before me this day of
Notary Public:
My commission expires:

ARCHITECT'S CERTIFICATE FOR PAYMENT

In accordance with the Contract Documents, based on on-site observations and the data comprising this application, the Architect certifies to the Owner that to the best of the Architect's knowledge, information and belief the Work has progressed as indicated, the quality of the Work is in accordance with the Contract Documents, and the Contractor is entitled to payment of the AMOUNT CERTIFIED.

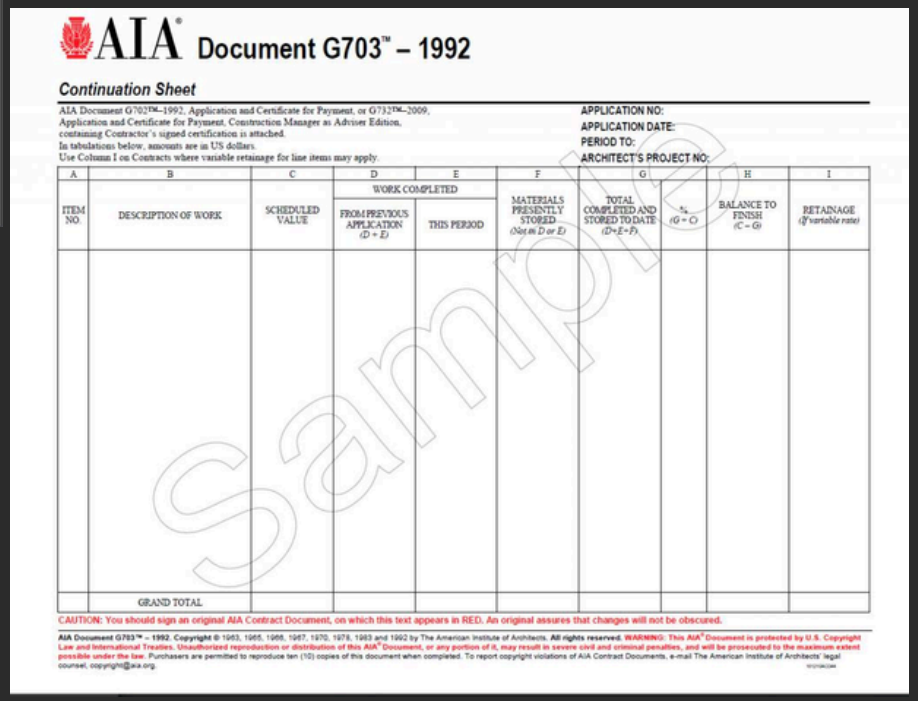
AMOUNT CERTIFIED ..... $
(Attach explanation if amount certified differs from the amount applied. Initial all figures on this Application and on the Continuation Sheet that are changed to conform with the amount certified.)

ARCHITECT:
By: Date:

This Certificate is not negotiable. The AMOUNT CERTIFIED is payable only to the Contractor named herein. Issuance, payment and acceptance of payment are without prejudice to any rights of the Owner or Contractor under this Contract.

CAUTION: You should sign an original AIA Contract Document, on which this text appears in RED. An original assures that changes will not be obscured.

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AIA Document G703™ – 1992

Continuation Sheet

AIA Document G702™–1992, Application and Certificate for Payment, or G732™–2009, Application and Certificate for Payment, Construction Manager as Adviser Edition, containing Contractor's signed certification is attached.
In tabulations below, amounts are in US dollars.
Use Column I on Contracts where variable retainage for line items may apply.

APPLICATION NO:
APPLICATION DATE:
PERIOD TO:
ARCHITECT'S PROJECT NO:

A	B	C	D	E	F	G		H	I
ITEM NO.	DESCRIPTION OF WORK	SCHEDULED VALUE	WORK COMPLETED: FROM PREVIOUS APPLICATION (D + E)	WORK COMPLETED: THIS PERIOD	MATERIALS PRESENTLY STORED (Not in D or E)	TOTAL COMPLETED AND STORED TO DATE (D+E+F)	% (G ÷ C)	BALANCE TO FINISH (C – G)	RETAINAGE (If variable rate)
	GRAND TOTAL								

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Sample

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EXECUTION
THE PROJECT

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1) Customer - need credentials / portfolio

2) Prints
- Architectural, mechanical (MEP - mechanical, eletric, plumbing)
- Structural steel / concrete
- Site / civil

3) Estimating
- Software or send to an estimating company (local)
- Get pricing from subcontractors
- Scope of work

4) Proposal to customer
- Do not give cost breakdowns yet
- Negotiate (lower price)
- Contingency for difference & unknowns
- **Exclusions are the most important thing**

5) Contract
- AIA (download document)
- Add scope & proposals as Exhibits A & B

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EXECUTION
THE PROJECT (2)

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6) Provide insurance
- Requirements by owner (call local insurance agent)

7) Permit - paid by owner - fees - expediting to get permit

8) Schedule

9) Start job - safety is #1

**Need to know everything & how to do it before you tell others to do it. Delegate → insurance, expeditor (do it on your own first).

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DEEPER WITH HANDS ON

Red Rock's Estimating Masterclass

Included:

- Course videos
- Weekly live calls
- Templates
- Scripts

Price: $997 or 3 payments of $333.00

Contact us by:

Go to Red Rock S&N Masterclass page

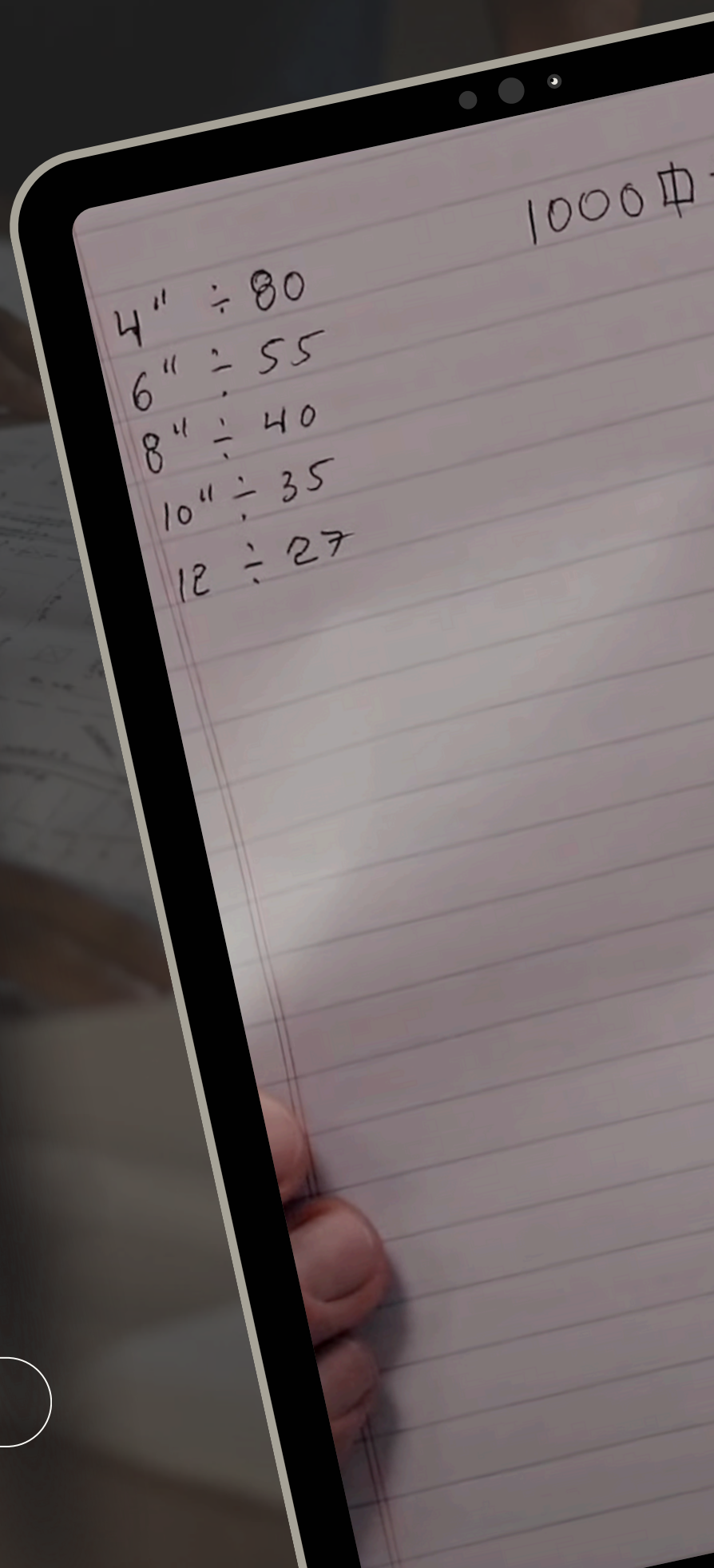
Email "S&N masterclass" to zach@redrockinst.com

Call us at (516)-493-0998

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BID LIKE A BOSS!

The Proven System for Winning More Projects in Less Time.
Bid fast, accurate, & profitable.
Bid with confidence. Build your empire.



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20+ YEARS OF BIDDING

Bidding on projects, also known as estimating, can seem like a daunting task. How do you estimate a project with enough profit for your business yet not price gouge your client? What products should I use? Which sub is the best to bring on for this project? How much do I estimate for overhead, insurance, and profit? What should I include in the bid and what should I keep out? Should I figure the project out at this price per square foot or the other price? How do I structure the bid on paper and what software should I use? These are some of the many questions you may be asking yourself, not even mentioning how long estimates may take which bring the question... should I do it or should I hire someone to do the bid for me?

The questions, confusion, frustration, and profit wasted is why we created this for you. Dom has spent 20+ years perfecting this craft. Dom now has the knowledge to bid projects in a very short period of time with extreme accuracy and profitability. In order to do so, you need the right mentality, communication with vendors and clients, the correct pricing with current and future costs, and industry averages.







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20+ YEARS OF BIDDING

When Dom started his career, he drove around with one of his dear friends. Every single day they went around to the sites and visited vendors/suppliers to source the best products at the best pricing. After some time, Dom was able to know exactly where to go for the best suppliers, and knew the pricing they had, the industry current and future pricing. This allowed him to estimate projects very fast and accurately. He made a system in his head that was used every single day. Now he is able to estimate projects anywhere, anytime, even for friends and individuals he meets in public.

“Everyone eats!” - Dom Del Monaco
Dom and his friend drove around together. His friend took a split of the pie and had a personal driver. Dom was able to get a 1-1 mentorship that would result to his massive success in the future. All because he was willing to invest in himself and split the whole pie with others. Are you?

Dom has mastered this skill of bidding. Now, it time to share it with you and help you leverage it for yourself and your business as well.







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BIDDING MENTALITY

You want to look out for the clients wants and needs. Have their back. Look to save them on costs whereever possible while at the same time giving your innovative, creative ideas on new builds that would make them stand out.

Customers may sound like they know what they want and focused on saving every penny, however, an upsell calculated into the bid that inproves their operations and makes them more money in the end along with stand out may be something they need and say yes to.

Action Playbook Needed:

- Creative & tactical mentality
- Estimating tools/resources
- Bid submission email template
- Supplier contact sheet template
- Pre-filled bid spreadsheet template
- Job scope understanding
- Trade breakdown
- Quantity takeoff
- Material pricing
- Labor costing
- Equipment & tool costs
- Subcontractor bids
- Overhead, insurance, markup & profit
- Final bid compilation
- Submission & follow-up
- Complaint (objection) handling







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ESTIMATING PHILOSOPHY

Time is money.
Be able to estimate fast & smart with accuracy.
Wow the customer with speed to delivery and accuracy.
Clarity wins.
Accuracy builds confidence.

Fast is NOT sloppy when you have a system.
Goal is not just to wind bids, but to win profitably.

Must know your numbers, costs, and margins. The next level is to the them for your subs as well and mesh everything into one.

There is a difference between winning the bid and winning the job profitably. Meet in the middle.
DO NOT “kill the cow” on the first project bid. Way too many sky rocket their price on the first/one project ruining the chances for winning the project and securing future projects.

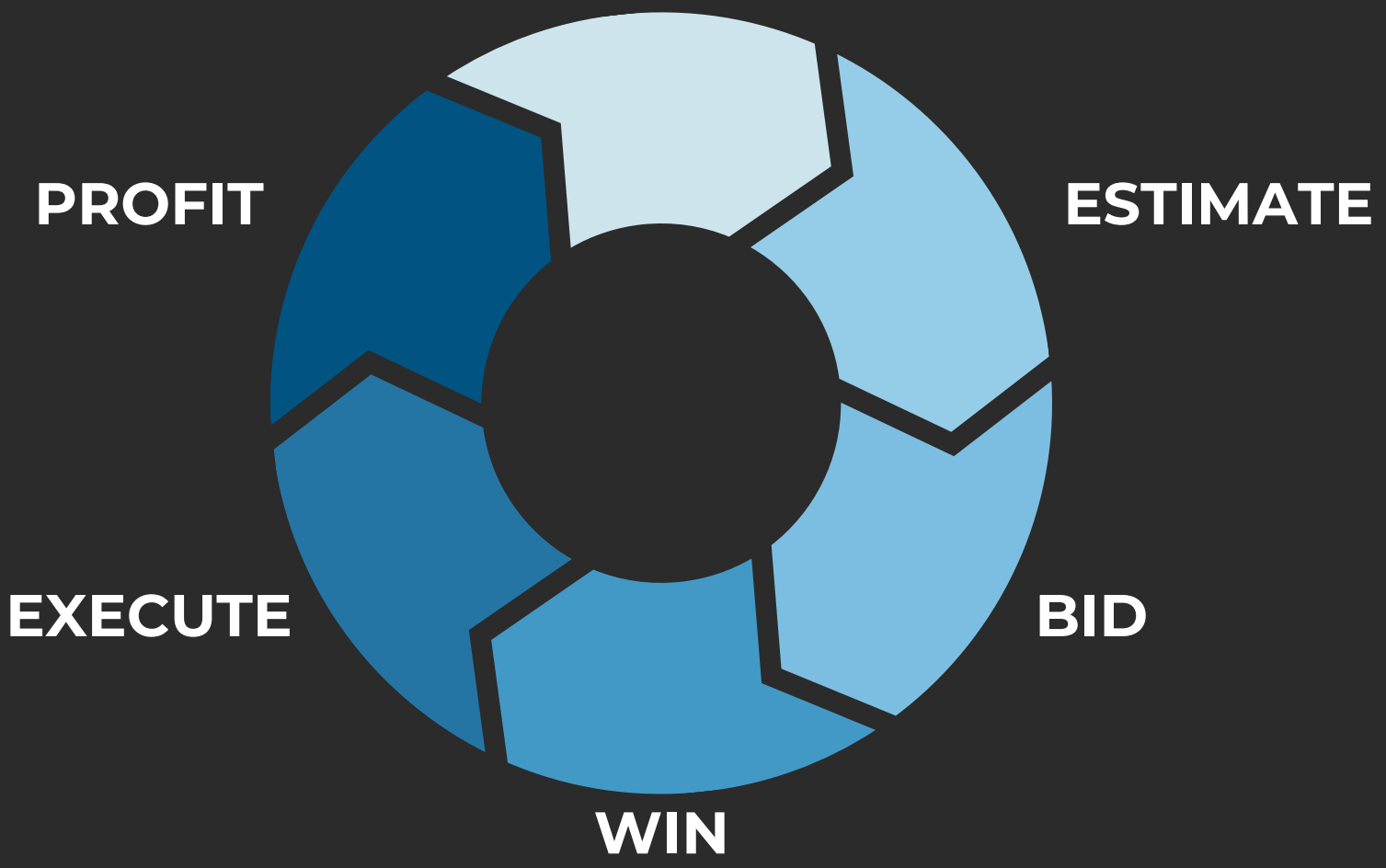
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ESTIMATING PHILOSOPHY

THE 6 PHASES TO BIDDING:



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10 STEP SYSTEM

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Step 1: Job Scope Review

Objective: fully understand the project requirements before anything else.

Details:

- Review plans, specs, and RKP
- Clarify missing details from architect/GC
- Walk the site if possible

CHECKLIST:

- ☐ Download full set of plans & specs
- ☐ Identify missing details or unclear scopes
- ☐ Mark up drawings digitally or by hand
- ☐ Confirm site access and walk-through dates

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Step 2: Trade Breakdown / Scope Segmentation

Objective: break the job into trade-specific scopes for precision and delegation.

Details:

- Divide by divisions (concrete, framing, electrical, etc)
- Use CSI MasterFormat if needed
- Identify self-perform vs. sub out

CHECKLIST:

- [ ] Create a trade scope list
- [ ] Assign responsibility (self-perform vs sub)
- [ ] Flag specialty trades or high-risk scopes

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10 STEP SYSTEM

CSI MASTERFORMAT

Standardized system, developed by the Construction Specifications Institute (CSI), for organizing information about construction projects, primarily in the form of specifications

Procurement and contracting requirements

- Division 00 — Procurement and Contracting Requirements

Specifications

General Requirements Subgroup

- 01 — General Requirements

Facility Construction Subgroup

- 02 — Existing Conditions
- 03 — Concrete
- 04 — Masonry
- 05 — Metals
- 06 — Wood, Plastics, and Composites
- 07 — Thermal and Moisture Protection
- 08 — Openings
- 09 — Finishes
- 10 — Specialties
- 11 — Equipment
- 12 — Furnishings
- 13 — Special Construction
- 14 — Conveying Equipment

Facility Services Subgroup:

- 21 — Fire Suppression
- 22 — Plumbing
- 23 — Heating, Ventilating, and Air Conditioning (HVAC)
- 25 — Integrated Automation
- 26 — Electrical
- 27 — Communications
- 28 — Electronic Safety and Security

Site and Infrastructure Subgroup:

- 31 — Earthwork
- 32 — Exterior Improvements
- 33 — Utilities
- 34 — Transportation
- 35 — Waterway and Marine Construction

Process Equipment Subgroup:

Division (Level 1)	Divisions serve as the highest level of the hierarchy. As detailed above, MasterFormat consists of 50 divisions, each of which refers to a specific part of construction. Most recently updated in 2020, the divisions are numbered from 00 to 49. Some of these are currently unused to allow for potential future developments as the construction industry evolves.
Section (Level 2)	Each division is then further divided into multiple sections which cover specific aspects of work within that division. For example, "Division 05 Metal" is broken into sections "05 10 00 Structural Metal Framing," "05 20 00 Metal Joists," "05 30 00 Metal Decking," and others.
Subsection (Level 3)	Sections are further segmented into subsections, which provide additional information regarding specificity of the work. For example, "05 10 00 Structural Metal Framing" is partitioned into "05 12 00 Structural Steel Framing," "05 13 00 Structural Stainless-Steel Framing," "05 14 00 Structural Aluminum Framing," or "05 15 00 Wire Rope Assemblies." Subsections allow for a more detailed categorization as they provide a more precise classification within that broader scope of work.

MasterFormat Three-Part Specifications

06 01 00

Division: Wood, Plastics and Composites

06 **41** 00

Section: Architectural Wood Casework

06 41 **93**

Subsection: Cabinet and Drawer Hardware

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Step 3: Quantity Takeoff (QTO)

Objective: accurately quantify every item needed for the job.

Details:

- Use digital takeoff software
  - PlanSwift
  - Bluebeam
- Cross-check with plans and scope list
- Be aware of overlooked items (demolition, haul-off, staging)

CHECKLIST:

- [ ] Complete QTO for each trade
- [ ] Use unit types consistently (LF, SF, CY, EA)
- [ ] Double-check with experienced estimator or software overlays

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Step 4: Material Pricing

Objective: source current pricing for suppliers.

Details:

- Request updated pricing (call / email vendors)
- Adjust for local / regional pricing differences
- Factor in delivery, taxes, and lead times

CHECKLIST:

- ☐ Contact 2-3 suppliers per trade
- ☐ Lock in bulk discounts or pricing agreements
- ☐ Include sales tax, shipping, fuel surcharges

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Step 5: Labor Costing

Objective: calculate labor hours and apply your real labor rate.

Details:

- Use production rates based on past projects
- Factor in crew sizes, skill levels, OT, & weather
- Add inefficiencies for site layout, access, and trade overlap

CHECKLIST:

- ☐ Determine hours per task using past data
- ☐ Apply labor burden (wages + taxes + insurance)
- ☐ Include labor inefficiency (typically +10-20%)

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Step 6: Equipment & Tool Costs

Objective: include owned / rented equipment needed to perform the work.

Details:

- Daily / weekly / monthly rental costs
- Mobilization & demobilization
- Fuel & maintenance

CHECKLIST:

- ☐ List all required equipment
- ☐ Add rental rates or internal cost allocation
- ☐ Include storage & transportation costs

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Step 7: Subcontractor Bids

Objective: collect and compare bids from trusted subcontractors.

Details:

- Send out bid invites early
- Confirm space alignment
- Vet and compare apples to apples

CHECKLIST:

- [ ] Send out scope sheets with plans
- [ ] Follow up with calls to ensure bid receipt
- [ ] Compare inclusions / exclusions line by line

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Step 8: Overhead, Insurance, Markup, Profit

Objective: apply your company's financials to the bid.

Details:

- Add fixed overhead (office, insurance, admin)
- Set markup for profit (15%-30% depending on scope)
- Create contingency buffer (5%-10%)

CHECKLIST:

- ☐ Add overhead % or flat cost
- ☐ Set realistic profit margin
- ☐ Include contingency line-item

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Step 9: Final Bid Compilation

Objective: put it all together in a clean, accurate estimate.

Details:

- Combine QTO, labor, materials, subs, overhead, markup
- Use estimating software or custom spreadsheet
  - (Custom spreadsheet link / download)
- Double check math and scope coverage

CHECKLIST:

- ☐ Final estimate spreadsheet or software export
- ☐ Internal review with team or senior estimator
- ☐ Print PDF or email ready to send proposal

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Step 10: Submission & Follow-Up

Objective: send the bid and increase chance of winning.

Details:

- Email clean proposal with call to action
- Follow up with phone call or site visit
- Negotiate if needed

CHECKLIST:

- [ ] Send bid before deadline
- [ ] Add personalized message or call
- [ ] Set reminder for follow-up

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PROFIT PROTECTION

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Breakdown of:

- Insurance
- Overhead
- Profit
- Contingency

You need to know through record of others or your past jobs/experience, what the pricing per square foot should be on each type of project.
If you are underbidding to win the project, you are leaving other parts of the job out. This will come back to nip you in the end as you will be out of cash/client will have to paid more & timeline will be extended.

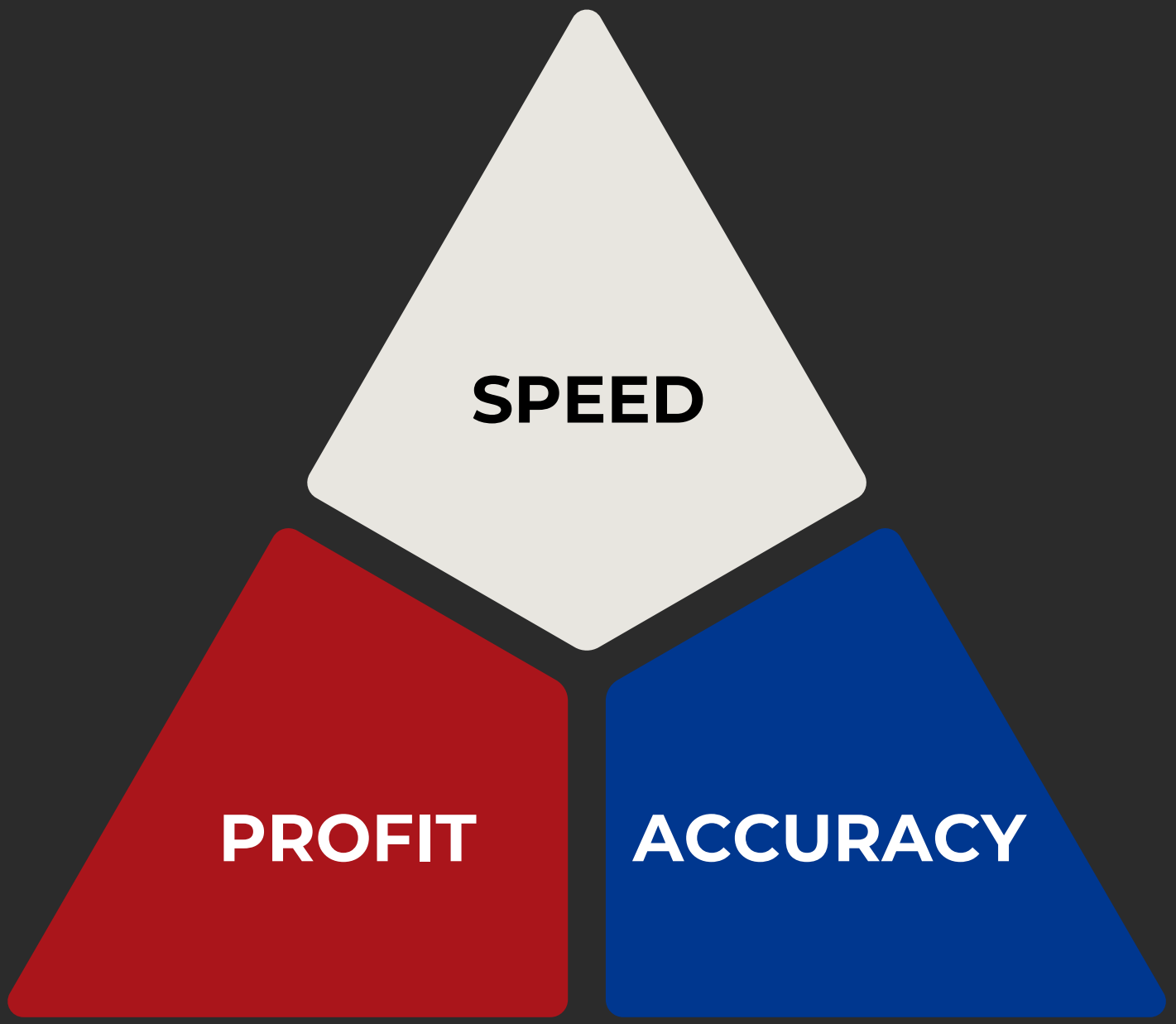
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PROFIT PROTECTION

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THE BID TRAINGLE



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ESTIMATING TOOLS & RESCOURCES

Industry used tools:

- PlanSwift (quantity takeoffs)
- Buildertrend
- CoConstruct
- ProEst
- Bluebeam (takeoffs)
- ChatGPT (scope clarification & RFIs)
- Google Sheets (manual estimates)
- Excel templates (auto calculators)
- Supplier contact sheet template
- Pre-filled bid spreadsheet template
- Takeoff sample
- Bid submission email template
  - Included in the “Bid Like A Boss Course”

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7 DAY ESTIMATOR
ACTION PLAN

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Day 1 - Setup templates

Day 2 - Learn takeoff tools

Day 3 - Review past job numbers

Day 4-6 - Practice bid on dummy plan set

Day 7 - Send out your first new-gen estimate

Try it, win the bid, send your testimonial!

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PRO LEVEL

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Fast Bidding Techniques

How Dom bids projects fast, profitably, & accurately

Pattern recognition techniques

Estimating from experience vs plans

“Feeling the cost” intuition building

Knowing what not to bid on

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DEEPER WITH HANDS ON

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Red Rock's Estimating Masterclass

Included:

- Course videos
- Weekly live calls
- Templates
- Bid tracker
- Proposal template
- Follow up scripts
- Sub scope sheets

Price: $997 or 3 payments of $333.00

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ELITE TRADE SCHEDULING & PROJECT EXECUTION



Real-world, no-fluff system for planning, organizing, and executing construction projects like a pro. This guide walks you through the principles, sequencing, tools, and nuances of scheduling and managing trades across different types of construction jobs—from dealerships to parking lots. It's built from field experience, not theory

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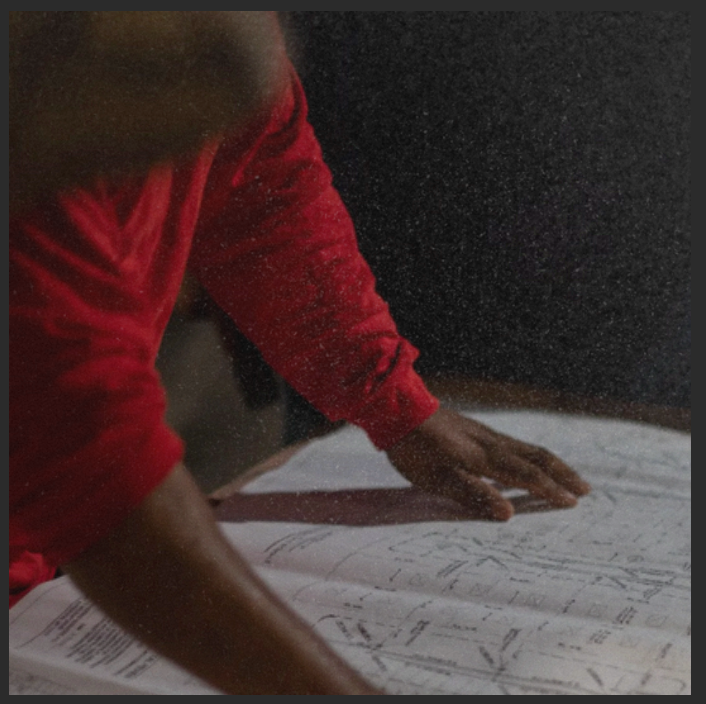
Zach & Dom Interview:

Dom: Don't be extravagant, be humble, do the job to your best ability. Make sure you tell the truth. Always be upfront with your customer. And I think that one super important one is make sure if you say you're to be somewhere, you're there. And, you know, not only at a meeting, you're to be early. You should be at least 15 minutes early, but you also, if you say your people are going to be on the job that day.

You people better be on that job that day. And that's super important. People get very upset if you, ~ you know, I know some people that, yeah, we'll be there. And they took on so much work and they couldn't handle it. And you know, you wound up disappointing everyone. So make sure that you're, you know, you don't lie.

Zach: I have a question on that because it's interesting. love that you just said that some people take on so much work because they're very, very eager, but they can't manage. They don't know how to manage the work and therefore they don't show up on the job. Next thing you know, the client gets pissed. Next thing you know, the whole time project timeline kicks back.







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Then before you know it, you're out with profit. How many, how, what advice would you give to someone that's looking to scale and take more projects on, but be able to schedule them properly?

and be able to meet timelines without getting absolutely screwed over.

Dom: Well, the first thing is if you don't know how to do it, you need to find someone who doesn't have to do it. That's the first thing and it's okay. But the first things and the first step is admitting it. So you need to make sure that if you're not that guy who is a great coordinator, then find someone who is or find someone in a different company that you could subcontract who can get the job done. Okay. That's super important. Make sure you have enough money in the job. So, you know, everyone.

Everyone's got to eat, you know? But I'll tell you a couple things in life. My father always told me, if there's an issue on a job, you man up and fix the issue and work out the issue and the problem and the money part of it at a later date. If you have a relationship with a customer, they're in a jam, you need to help them out and you don't do it based on ~ screwing them over.

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You're entitled to make money, that's good, but you need to do the right thing and put all hands on deck. That's who they remember. And a couple examples of that is one time I wound up installing a concrete slab. When I was young, I had to be like 28 years old and it was a big concrete slab. And there was an issue with it because it was like spider cracks. And, you know, there was cracks when they, when they stripped it to do the epoxy.

you could see like little finger cracks all over the slab. they said, dynamic your concrete is no good. And I was shocked, but I said, hey, let me rip it out. Let me replace it. It turns out it wasn't me. The engineer didn't account for hydrostatic pressure. What I mean by that is when we dug three feet below the basement level, it was at the water level and the water table would rise ever so slightly and lift up the concrete and lower it down, lift it up and lower it down.

just enough to put the cracks in. So two months later, ~ the owner came up to me and handed me a check and said, Dominic, it wasn't your fault. ~ It was hydrostatic pressure. And he paid me in full for that work. Another time, architects and engineers were arguing as to who was wrong on a job for elevations. The steel was ~ five feet too low when the two buildings met.







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And when I brought the engineers and architects together to meet with the owner and myself, the architects and engineers started pointing fingers at each other and not taking the blame. And the owner said, hey, listen, you guys work this out and

let me know what you come up with it. And the problem went on for another 20 minutes and I just finally came out and I just berated both the architects and engineers and said, you know what, when you needed a check from the owner, he was there within 20 minutes you had a check in your hand. Now he needs you to figure out a problem and you're fighting with each other. I said, you know what, I'm gonna take care of the problem. I'll pay for the steel and the difference. And it was about $150,000.

That's what it came out to which is a lot of money considering I was only like 32 years old But I did what I had to do Brought the new steel back installed it showed the owner. Um, he was super happy and he called me into his office and He said Dominic I was right next door Listening to everything and you're the only one who stuck up for me. So here's a check for $150,000 and thank you and since then we've been continue to work with him. So







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It's, you know what, man up. Don't do it because someone's watching. Do it because it's the right thing to do. Okay. And you'll always get work. I've had many instances where customers need you. did another job where we worked 18 hours a day, double shifts, getting this job done. We finished the whole job right before a holiday and I gave all my people off for the weekend, Easter weekend. And

So they finished on a Friday. I was giving them Saturday and Sunday off. The owner was so happy. He you did such an amazing job, but I need a favor. said, what? And he goes, I need you to help me complete my tasks in order to get this building open on Monday. And ~ I didn't say no. I said, let me call you back. And I called my friend who's an engineer and I said, what do you think? He goes, Dominic, people remember you by the last thing you do, not all the great things you've done.

And I said, what do mean? goes, you'll see, to send guys to the job. I wound up having to ask my people to come in on a Saturday. ~ Wasn't a money thing.







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They were just physically exhausted. But what I did is I said, hey, let me make it fun. had a barbecue and I had extra people. you know, had we completed the task for the owner, but we had a good time doing it. And I doubled the amount of labor. So it wasn't a hard day.

And we went on finishing up and not only did ~ the owner open on time on that Monday, he the next week he gave me another $5 million job to start. So, you you really just got to do the right thing. And even if it hurts, it'll always come back to you.

Scheduling of numerous trades in a tight timeline to meet delivery date... this is how:

first thing is you got to plan or planning is a recipe for disaster. You need to make sure that you plan what it's going to take. And the thing is with me is because I've done every single trade physically as a younger person, I know how long it takes to do certain things. first you...

delineate and segregate each different trade and how long it's going to take. Then what you do with a Gantt chart, what basically a Gantt chart does is it'll give you a schedule of the job, when it's starting, when it's finished, and how trades overlap with each other.







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So if you know that general conditions is three months for a job, you're going to figure a supervisor for three months on that job, plus everything that goes along with it with toilets and all that other stuff. When it comes with excavation,

excavation might take two weeks, concrete might take four weeks, pavers might take six weeks because it's a bigger job. So what you do is you start overlapping. I can't put in new brick pavers until I rip out the old. So demolition is first. Second thing is we have to put the pipes in because they want the heated bricks. So we had to put the underlayment below. So we had to do the plumber second.

After that, had the brick crew come in. Then we had the carpenters. The carpenters couldn't get in until the bricks were laid. Then we had to protect the bricks, put the electricians on top with sizzle lifts and the carpenters to build and work our way out. And you gotta, again, I always say it's like building a sandwich or building a boat. There's methods. You gotta start from the beginning. Who's first, who's second, who's third. And after you get all the trades and you line them up in order and how the sequence, if you will, then what you need to do is condense them into a realistic time. And sometimes they're not realistic. Like you said, there was a couple of times where,







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you know, we just, was very hard to do. So what we did is we doubled up the crews. We had night crews working. So now we, we basically got two days out of one in certain trades. You know, we had painters coming at night. and cleaners coming at night. And in the daytime, we were continuing construction. So that's what we did on these jobs. And they came out and we got them all done. One thing that's always a variable is the towns. When you get what they call CFO, which is a certificate of occupancy, ~ that takes some time in the towns for them to draw up the paperwork. It has to go through different departments. And that could be an issue for a grand opening. So you got to make it very clear to the town as well. And to the owners that there are certain things that require a little bit more ~ attention to. So a lot of times what I'll do is I'll have meetings with the ~ ownership and the town itself and the town members and say, Hey, we have a building that needs to open in this time. I understand it's not a lot, but in order to to us help you help us, what I'm gonna do is I'm ~ pay for third party inspections because towns usually do their own inspections on footings, foundations, they, New York State requires a third party inspector now because the town, it's one thing for them to look at steel, but they need to make sure that the steel is welded correctly. So at the end of every job,







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the town requires the architect to write a letter and say, hey, the building structure or whatever job was built according to plans and specs and it meets the code. Okay, same thing with the engineer. The engineer is gonna say everything was built as per ~ the design by my firm and then third party inspectors for concrete testing, soils testing, rebar testing, structural steel, insulation.

and it goes on and on, fire, corking, there's a million different inspections you need. So you really gotta know what you're dealing with. So don't just think that I can build a house or a building and all it takes is ~ to physically build it. You gotta include the municipalities throughout.

Zach: What do you believe are the top three biggest time wasters?

Dom: time wasters are going to a job and not having your material, not having it, not having it in your, in your hands or not making a plan. If you make a plan, when at the first time you see the job and you have the men waiting, you're already wasting money. Okay. It's super important that you have it all laid out. You get all the materials that you need. So you guys are there to work. You know, and when you don't.







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PLAYBOOK
ACTION LIST

Needed for successful operations & scheduling of trades:

- A standard of excellence for your jobs & SOPs
- A problem solver, creative, unstoppable mentality
- View ever project like a sandwich... layer by layer
- Understand each job type and how it changes trades scheduling (dealership, parking lot, home)
- Know the core sequences, how long each takes, and the order
    - General conditions, mark-out & utility call, demolition, excavation, concrete, masonry, ACM, carpentry, security, internal finishes, final touches, and more
- Job site sequence blueprint
- Have everything pre-planned and actions / solutions to problems that may occur
- Have your on site checklist
- Real costs mapped out & vendors / pricing identified
- Smart equipment & automations







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SCHEDULING MINDSET

- Think like a builder & a budgeter.
- View every job like a large sandwich: layer by layer, trade by trade
- Must understand how job types such as dealerships, parking garages, houses, and site walks change the trade sequencing.
- Understand it all starts in planning from the beginning. The importance of scheduling and sequencing of specific trades is crucial in minimizing chaos and costs.
- Treat the build like budgeting - line item by line item sequencing.

FULL SEQUENCING BLUEPRINT

There are many ways to build out a project. Below is a sample for new commercial building and site.

- Mark-Out & Utility Call
  - Avoid fines and safety disasters
- General Conditions
  - Site trailer, porta-potties, fencing, silt fence, dumpsters
- Demolition
  - Remove sidewalks, sheds, fences
  - Handle trees, stumps, concrete, and asphalt separately
  - Pro tip: Don't mix concrete & asphalt; different disposal rates
- Excavation & Compaction
  - Use GPS-enabled equipment for smart grading
  - Discuss use of milled asphalt
- Concrete & Rebar
- Steel Work & Masonry
- Aluminum Composite Panels (ACM)
- Carpentry (Exterior → Interior)

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FULL SEQUENCING BLUEPRINT

Continued:

- Windows & Glass Doors
- Sprinklers, Electric, HVAC, Plumbing
  - EV chargers if needed
- Millwork, Bathroom Partitions
- Fire Alarm & Security
- Roofing & Tile
- Interior Finishes
  - Flooring, carpet, vinyl
- Final Touches
  - Painting, stucco (EIFS), epoxy coatings

It is important to have job meetings prior to the project starting. This will also introduce contractors to the design team and will coordinate the timeline of the job along with allow coordination drawings for mechanical/electric/plumbing (MEP) drawings prior to starting

**LET US KNOW WHAT YOU PROJECT IS & WE CAN HELP YOU WITH SPECIFICS*

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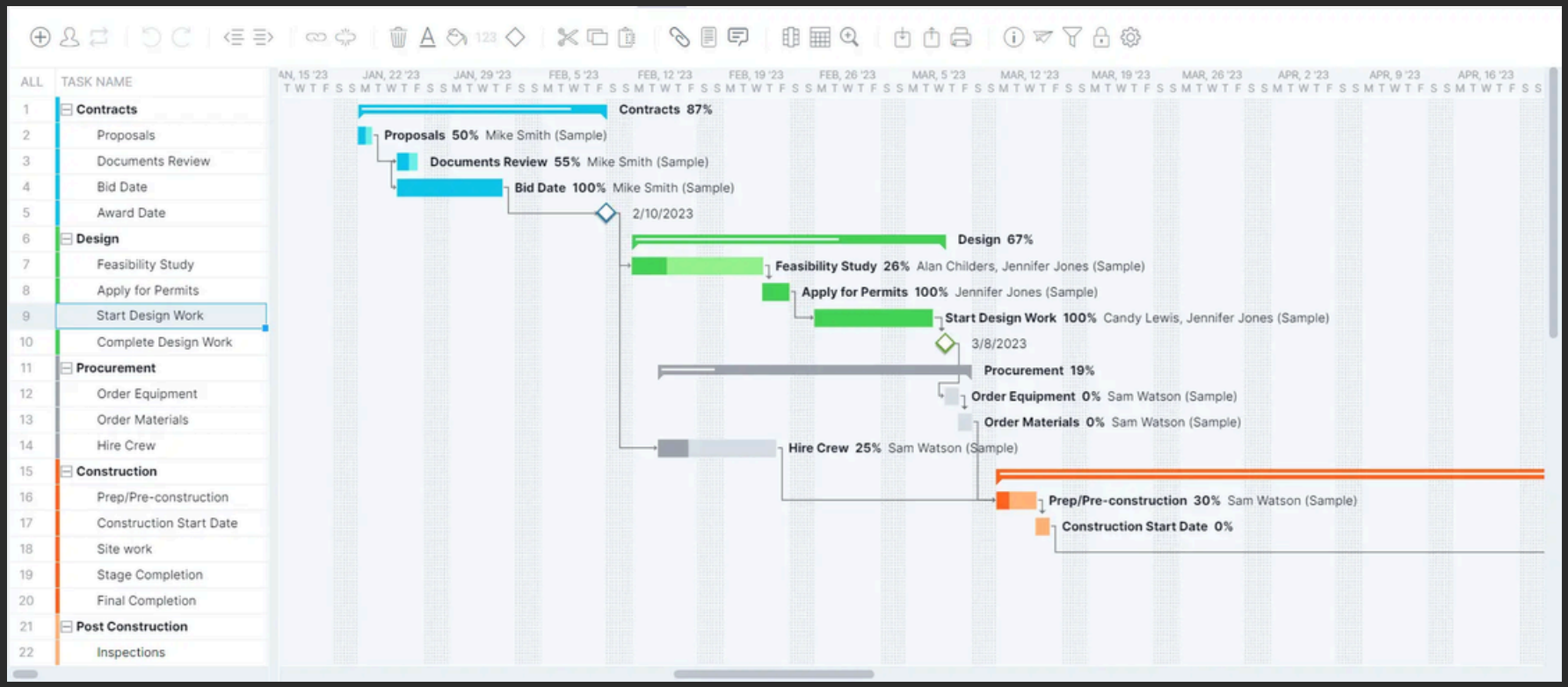
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GANTT CHART

Gantt charts are very useful for sequencing of trades & operations.

- Visual project management tool that uses a horizontal bar chart to represent tasks and their timelines. It shows the start and end dates of each task, as well as dependencies and milestones. Essentially, it's a way to break down a complex project into smaller, manageable parts, making it easier to understand the flow and schedule of work

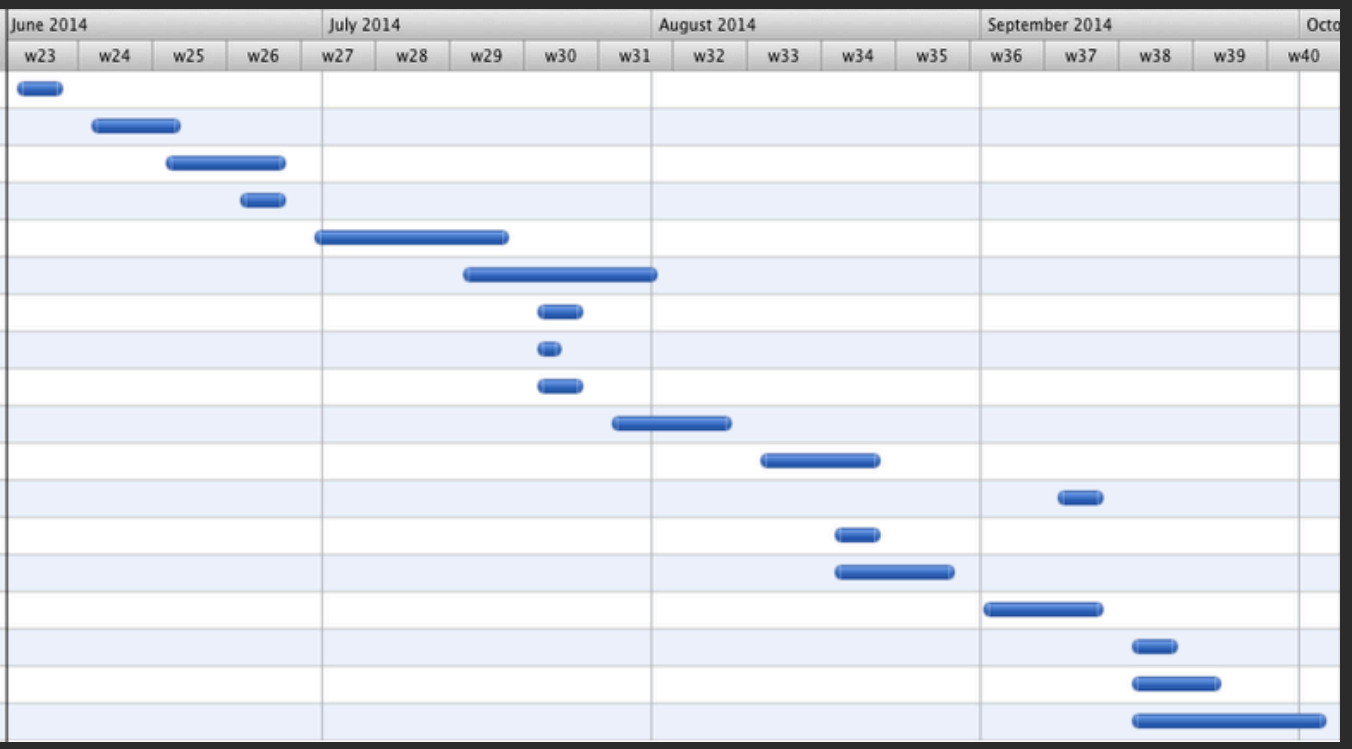


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FULL SEQUENCING BLUEPRINT

Gantt Charts

#	Name	Duration	Start	Finish
1	Cleaning and layout	5.0 d	6/2/14	6/6/14
2	Excavate	7.0 d	6/9/14	6/17/14
3	Formwork and rebar	10.0 d	6/16/14	6/27/14
4	Concrete foundations	5.0 d	6/23/14	6/27/14
5	Structural steel	15.0 d	6/30/14	7/18/14
6	Masonry	15.0 d	7/14/14	8/1/14
7	Plumbing	5.0 d	7/21/14	7/25/14
8	Electrical	3.0 d	7/21/14	7/23/14
9	HVAC	5.0 d	7/21/14	7/25/14
10	Roofing	10.0 d	7/28/14	8/8/14
11	Carpentry	10.0 d	8/11/14	8/22/14
12	Lath and plaster	5.0 d	9/8/14	9/12/14
13	Doors and windows	5.0 d	8/18/14	8/22/14
14	Terrazzo	10.0 d	8/18/14	8/29/14
15	Glazing	10.0 d	9/1/14	9/12/14
16	Hardware and millwork	5.0 d	9/15/14	9/19/14
17	Painting	7.0 d	9/15/14	9/23/14
18	Exterior concrete	15.0 d	9/15/14	10/3/14



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PRO LEVEL TIPS

- Talk to disposal companies before estimating. Pricing varies.
- Don’t treat demolition as one item—it has 5+ cost centers
- Use GPS-controlled grading machines when possible—higher upfront cost, lower long-term error rate
- Know the difference between tree and stump disposal—they are billed differently
- Value engineer decisions like milling vs. hauling
- Get disposal rates
- Create site standards & SOPs (Standard Operating Procedures) to be followed for every task
- Markouts
  - Sometimes you need to call for a private mark-out
  - Need to figure in an allowance of $5K normally for larger jobs

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ON-SITE CHECKLIST
COMMERCIAL

Each job varies. This model is for commercial. Let us know how we can help tailor it to you → zach@redrockinst.com

- Call for mark-out & get confirmation ticket # / work completed
- Job site trailer delivered
- Porta-potty delivered
- Temporary protection fence delivered
- Silk fence instillation
- Tracking pad (oversized stone entrance)
  - Used to keep mud from going into the street
- Pre-construction meeting
  - Coordinates all subcontractors
- Survey
- Teams → Coordinate subcontractors
  - Excavation, demolition, etc.
- Coordinate new utilities for project
- Have all trades start → KICKOFF of job
  - Keep to the schedule

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