

fello 30 DAY

LISTING CHALLENGE 2025

MAR. 3, 2025

#FELLO30DLC

DATES

02.24
12 PM EST

Pre-Challenge Webinar with CEO Ryan Young: How to play, how to win, daily, weekly, and grand prizes, and Q&A.

03.03
12 PM EST

Webinar #1 and Official Challenge Kickoff with Jon Cheplak, real estate coach.

03.31
12 PM EST

Final webinar and Challenge wrap-up with Tom Ferry, real estate coach.

04.04

Deadline for points submissions: Submit all your scores for the final round of counting.

SCORING

ACCOUNTABILITY PTS.

- 2 PTS** 2+ minute call with prospects
- 50 PTS** Listing appointment set
- 100 PTS** Listing agreement signed
- 20 PTS** Log daily activity to the Challenge portal
- 25 PTS** Post daily with #Fello30DLC
- 25 PTS** Attending a main session

BONUS PTS. (BEFORE 03.01)

- 100 PTS** Get your Fello account optimized by our Customer Success Team for FREE (only for Fello agents)
- 50 PTS** Post on social media that you've accepted the Challenge and use #Fello30DLC
- 50 PTS** Follow us on social for real-time updates and tracking at @hi.fello (IG) and @fellorealestate (FB)

RULES

TAG #FELLO30DLC ON POSTS

Only posts with the hashtag can be tracked to award your points.

ONLY UNIQUE POSTS

If you are on a team, sharing the same content will not earn you more points.

SUBMIT DAILY TASK LOGS BY 11:59 PM EST THE NEXT DAY

Example: March 3 tasks need to be submitted by March 4 at 11:59 PM EST.

FINAL SUBMISSIONS COMPLETED BY APRIL 4, 2025 11:59 PM EST

Submit everything by the final deadline.

**The Fello team will review tracking logs and social posts to verify task completion.*

**If you are participating as a team, the total points earned by all your team members will be assigned as your team points.*

**Private accounts must follow Fello for us to track your posts.*

PRIZES

UP TO \$100,000 IN PRIZES

Grand prizes and cash winnings to be announced at kickoff

\$500

21 DAILY WINNERS

Best social post of the day!

Monday to Friday

\$1,000

12 WEEKLY MUPS

Top Fello Team

Top Fello Individual

Top Non-Fello (Team or Individual)

CATEGORIES

FELLO AGENTS

LARGE & MEGA TEAMS

SMALL & MEDIUM TEAMS

TOP AGENT AT TEAM

INDIVIDUAL AGENTS

NON-FELLO AGENTS

TEAMS

INDIVIDUAL AGENTS

BRACKETS

MEGA TEAM

21+ licensed agents

INDIVIDUAL

1 licensed agent

LARGE TEAM

11–20 licensed agents

MEDIUM TEAM

6–10 licensed agents

SMALL TEAM

2–5 licensed agents

*Eligibility for prizes in the Fello 30 Day Listing Challenge ("Challenge") is limited to (A) individual agents or teams who have expressly opted in to participate in the Challenge. Eligibility for select prizes, including but not limited to a free Fello plan for one (1) year, and other prizes as designated by Fello, is limited to (A) active Fello customers in good standing who (B) maintain an active Fello account through the time of prize distribution. Participants must meet all eligibility requirements at both the time a prize is awarded and when the prize is distributed. By participating in the Challenge and posting Challenge-related content to Fello's Facebook Communities or any public social media platforms ("Content"), you grant Fello a perpetual license to use, reproduce, modify, publish, distribute, and display such Content for any advertising, marketing, or promotional purposes, in any media format or channel, without compensation, notification, or permission. #fello30dlc hashtag must be used on all social media posts so that Fello can track the posts in order to apply earned points. Social posts without the hashtag will not be able to be tracked by Fello, and points will not be applied. If your social account is private, you must follow Fello on that social media platform and also use the #fello30dlc hashtag in order for social posts to be viewed by Fello so that points can be applied.

WEEK 1: PRE-SEASON HUDDLE

02.24
12PM EST **30 Day Kick-off / HYPE**
Introduce Rules & Structure of the 30 Day Challenge
Speakers: Ryan Young & Jamie Muenchen

WEEK 2: FULL COURT PRESS

Daily Role Plays at 11AM EST Starting March 4

03.03
12PM EST **Meet the Titans Monday**
Introduce Rules & Structure of the 30 Day Challenge
Speakers: John Cheplak & Ryan Young

03.04
12PM EST **Tactical Tuesdays**
What's Ryan's Team Doing this week & Fun play "Where in the world is Carmen San Diego"
Speakers: Ryan Young & Jamie Muenchen

03.05
4-7PM EST **Call Night**
Everyone is welcome

03.06
12PM EST **The Listing Formula**
A Marketing Blueprint for Real Estate Agents
Speakers: Robert Palmer & Ryan Young

03.07
12PM EST **Fello Friday**
Fello Users: Leveraging the value of property and contact data (Real Sellers, Data Enrichment, Home Value automation, custom campaigns) **Prospects:** Product Showcase
Speakers: Jamie Muenchen (Host) & Kerry Kleckner

WEEK 3: FAST BREAK PROSPECTING

Daily Role Plays at 11AM EST

03.10
12PM EST **Meet the Titans Monday**
Foundations you establish
Speakers: Leo Pareja & Ryan Young

03.11
12PM EST **Tactical Tuesdays**
What's Ryan's Team Doing this week & Fun play "Where in the world is Carmen San Diego"
Speakers: Ryan Young & Jamie Muenchen

03.12
10AM EST **Meet the Titans • 10AM EST**
Speakers: Phil Jones & Ryan Young

4-7PM EST **Call Night**
Everyone is welcome

03.13
12PM EST **Strategy Session**
Speakers: Ben Kinney & Ryan Young

03.14
12PM EST **Fello Friday**
Fello Users: Personalize outreach to generate handraisers (segments, filtering, automations) **Prospects:** Product Showcase
Speakers: Jamie Muenchen (Host) & Kerry Kleckner

WEEK 4: POWER PLAYS

Daily Role Plays at 11AM EST

03.17 **Meet the Titans Monday**
12PM EST *Speakers: Sarah Reynolds & Ryan Young*

03.18 **Tactical Tuesdays**
12PM EST *What's Ryan's Team Doing this week & Fun play "Where in the world is Carmen San Diego"*
Speakers: Ryan Young & Jamie Muenchen

03.19 **Meet the Titans - Jeff Glover**
12PM EST *Whoever participates will receive points*
Speakers: Jeff Glover & Ryan Young

4-7PM EST **Call Night**
Everyone is welcome

03.20 **Tracking & Conversion**
12PM EST *Speakers: Ryan Young*

03.21 **Fello Friday**
12PM EST *Fello Users: Automate tasks to save time (Workflows, segments/watch, integrations, etc) Prospects: Product Showcase*
Speakers: Jamie Muenchen (Host) & Kerry Kleckner

WEEK 5: SLAM DUNK YOUR LISTINGS

Daily Role Plays at 11AM EST

03.24 **Meet the Titans Monday**
12PM EST *Speakers: Jimmy Mackin & Ryan Young*

03.25 **Webinar With Laurie Reader**
12PM EST *Practical application, Best practices, Role play. What's Ryan's Team Doing this week & Fun play "Where in the world is Carmen San Diego"*
Speakers: Laurie Reader & Ryan Young

03.26 **Call Night**
4-7PM EST *Everyone is welcome*

03.27 **Strategy Session**
12PM EST *Speakers: Sharran Srivatsaa & Ryan Young*

03.28 **Fello Friday**
12PM EST *Fello Users: Fello 3.0 - Data-driven insights, automation, and a seamless branded experience Prospects: Product Showcase*
Speakers: Jamie Muenchen (Host) & Kerry Kleckner

WEEK 6: CHAMPIONSHIP

Daily Role Plays at 11AM EST

03.31 **Meet the Titans Monday: Wrap Up**
12PM EST *Champion Mindset: Building Momentum Beyond March*
SUBMIT FINAL VIDEOS BY APRIL 4
Speakers: Tom Ferry & Ryan Young



DAILY CHECKLIST

QUESTIONS ABOUT THE RULES, GO TO [FELLO30DLC.COM](https://fello30dlc.com)

- JOIN DAILY ROLE PLAY (OPTIONAL)**

- 25 PTS**
JOIN DAILY WEBINAR

- 25 PTS**
POST ON SOCIAL WITH #FELLO30DLC & TAG FELLO
Instagram: @hi.fello Facebook: @fellorealestate

- 2 PTS**
2+ MINUTE CALL WITH PROSPECTS

- 50 PTS**
SET LISTING APPOINTMENTS

- 100 PTS**
SIGN LISTING AGREEMENTS

- 20 PTS**
LOG YOUR TRACKING INFO FOR THE DAY
You can only log for today; past entries aren't allowed.