fello

RYAN'S
30in30
PLAYBOOK

30 LISTING APPOINTMENTS IN 30 DAYS

14   15   16

21   22   23

28   29   **30**
DAYS

Agenda

Why I Did The 30 Day Listing Challenge

Listings, leads, leverage

One of the most influential people in my career has been Gary Keller. He's always said "Leads, Listings, Leverage." I never fully appreciated the wisdom of those words until recently. Now, given all the industry and technology changes, creating a listing-based business is more important than ever.

Ryan Young
Founder & CEO, Fello

Owning vs. renting your business

Listing-based business, to me, means owning vs. renting your business. As an agent or team leader, the ability to create your own seller leads gives you the power. It creates a consistent pipeline of leads, creates a more visible market presence, and enhances your brand. In essence, it will supercharge your business and future-proof your business against any upcoming changes.

Your database is your most valuable asset

One of the most powerful statistics we've uncovered at Fello, is that on average 5% of a healthy database will sell their homes in the next 12 months. Yet many agents still underestimate the power of their own database. And we just continue to buy more leads. But in reality, your database is your greatest opportunity.

The main reasons I did the 30 Day Listing Challenge?

There were a lot of reasons (to help the Young Team, to demonstrate the power of Fello, because it's fun, etc.). But ultimately it came down to only two:

1. I wanted to prove to my team (and the industry) that there are amazing opportunities in your database. It's kind of become my mission.

2. I wanted to prove to myself that I could still do it. It's been a few years since I've been in production. And with all the coaching, team building, and software development, I wasn't sure if I still had it. But I love a good challenge! And this was just what I needed to supercharge my 2024!

Ryan's Strategy

Low Hanging Fruit: Quick Wins

Low Hanging Fruit strategies focus on **quick wins by engaging leads already familiar with your services** and showing interest.

1. Cash Offer/Seller Leads

Prioritize leads by sorting them by the oldest MLS date to identify those who might be most eager to.

Segmenting Tip: **Sort by oldest MLS date**

2. CMA Request Leads

Similarly, sort these leads by the oldest MLS date to find potential sellers who have shown initial interest.

Segmenting Tip: **Sort by oldest MLS date**
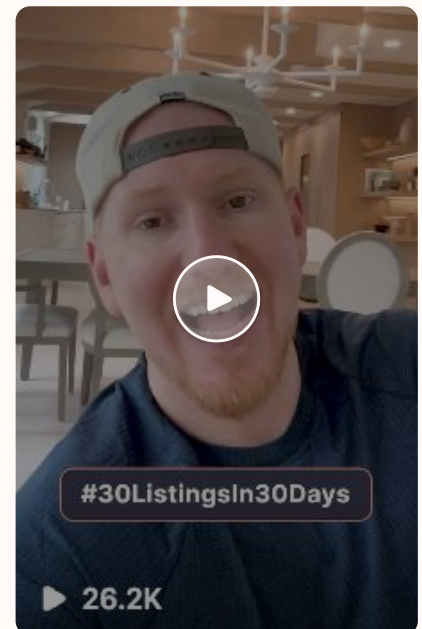
3. Expired Leads

Target leads with properties that recently came off the market, sorted by the newest MLS date.

Segmenting Tip: **Sort by newest MLS Date**

4. Home Value Leads

Sort these leads by the most engaged (opens/clicks) to identify highly interested potential clients.

Segmenting Tip: **Sort by Most engaged Opens/clicks**

#30ListingsIn30Days

▶ 26.2K

@ryanyoungfello

**Here's 3 of my biggest takeaways.
The 3rd one for me is the most important!**

Ryan's Strategy

Mid Hanging Fruit: Targeted Efforts

These strategies aim at **engaging potential clients who haven't yet made direct inquiries** but show certain promising characteristics.

1. Segmentation of Non-Form Submitted Leads:

Filter leads who have no mortgage and have been in their home for over 10 years. Consider leads with at least one email click to gauge initial interest.

Filtering Tips

Number of Mortgage **is equal to 0** AND
Last sale date **is greater than 5 years ago** AND
# of Email clicks **is greater than 3**

2. Reverse Prospecting and Just Sold Strategy:

Focus on areas where you have recently sold properties or have buyers actively looking.

Use detailed filters such as zip codes, price ranges, square footage, and more to narrow down your target list.

Additional Filters

Last Sale Date
# of Mortgages
Mortgage Interest Rate
# of Email Clicks

● REC

#30ListingsIn30Days

▶ 112K

⊙ @ryanyoungfello

**Minosas at the airport bar... Nah.
I'm setting listing appointments on my layovers!**

Ryan's Strategy

The Reach: Expansion Tactics

These strategies are designed for those either **new to the platform or lacking strong engagement**, aiming to build rapport and visibility quickly.

Add filter "address" **is present**
Then sort your database **by engagement of email opens.**

Create more engagement with these tricks:

1. The home value adjustment strategy.

Go through each contact where "address is present" and make an adjustment to their value with a customized email to them.

DO NOT INCLUDE the value that you made the adjustment to in the email otherwise there is no reason for them to go to their dashboard.

2. The Non email opener strategy

Add filter "address" is present
# of emails sent is **greater than 2**
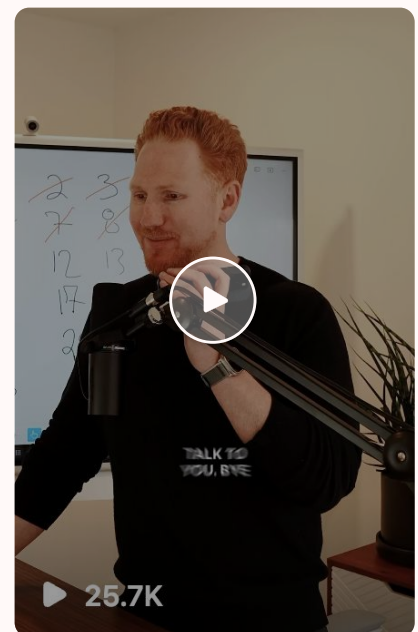# of email **opens is zero**

Go to that list and click on contact and copy URL Dashboard.

Text the prospect their URL to their dashboard with copy.
"Not sure if you have been receiving my emails but I created this custom home value report for you (insert link). I am curious your thoughts on it!"

▶ 25.7K

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"see you tomorrow at 10am"
Listing appointment 10 set in 10 days!

Best Text Scripts
Cash Offer Lead

Cash Offer/Seller Opportunity (Old Lead):

Hi **[first name]**, you reached out a while ago. Did you ever end up selling your home?

I know it's a long shot, but if a buyer was willing to pay over market value, would you be open to having a conversation?

Cash Offer/Seller Opportunity (New Lead):

Hi **[first name]**, I saw you just inquired about selling your home. When ideally would you like to have your home sold by?

<If no response or negative response...> I was only asking because there are several buyers looking and very little homes for sale. If you can get over market value, would you be opened to having a conversation?
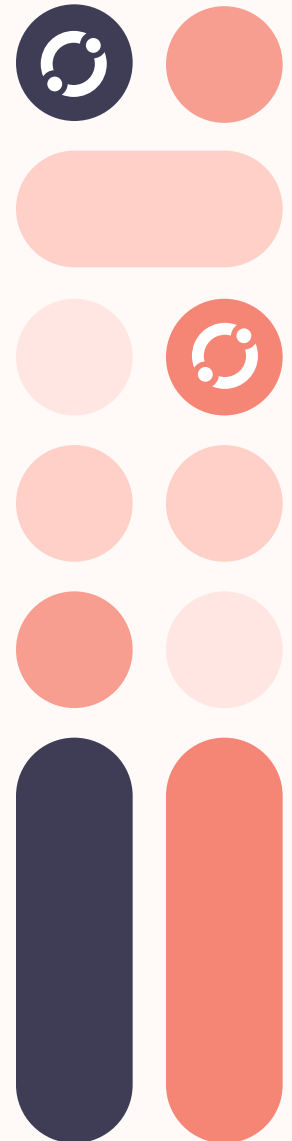
Best Text Scripts
Home Value Lead

Home Value (New Lead):

Hi **[First name]**, I saw you just requested the value of your home. Curious if you were just looking for fun or considering making a move?

What are your thoughts about the value? Was it too high... Too low... Or just right?

Home Value (Old Lead):

Hi **[first name]**, you reached out about your homes value a while back. Did you ever end up selling your home?

<If no response...> I ask because we have some buyers that are highly motivated and if you could get over market value, would you be open to having a conversation?
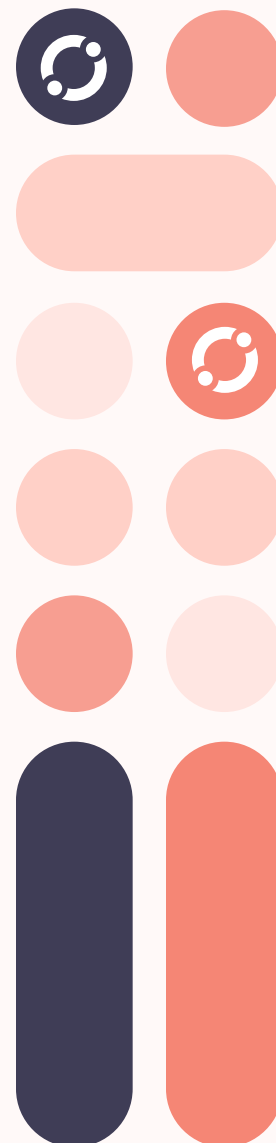
Best Call Scripts
Home Value Lead
(Part 1/2)

Hello **[Lead Name]**, This is [ISA or Agent Name] at the [Team Name]. How are you?

I see you recently completed a home value request. You should have received the valuation - what were your thoughts on it? Too high? Too low? Or just about right?

<Price Too low...> I can appreciate that. With these evaluations, they identify specs of others comps in the area, including bed/bath configuration, lot size, etc, but do not take into account updates, finishes, and overall special features. Out of curiosity, what do you think the home is worth?

<Price Too High...> You may be surprised by what is still happening in the market, even though there are changes. If you could sell it for that much, would you consider it?!

<Price about right...> That is great, we are very excited about this new home valuation tool.
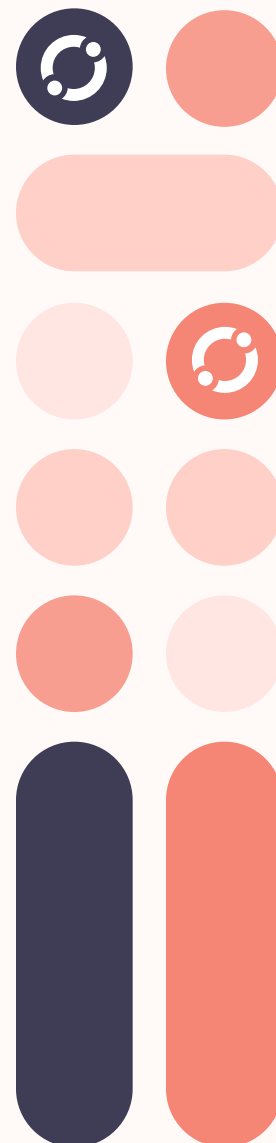
Best Call Scripts
Home Value Lead
(Part 2/2)

<Motivation..> Out of curiosity, what was the purpose of the valuation? Are you looking to buy, sell, or refinance? Depending on the answer above, book the appointment!

<If they were just curious...> Great! This is one of the most unique markets we have seen! Out of curiosity, if you could sell your home off market (no showings, no open houses, etc..) and it made financial sense, would you consider it?

<If yes...> Great! We provide all of our clients with an Instant Cash Offer, AND we have several buyers that are looking in the area as well that we can discuss. Let's start first with exploring our team's instant cash offer...

<If they just wanted to see the valuation...> Great! You will receive updated values as the market continues to change. Also, at any point of time, if you want to explore our instant cash offer before you take any steps further in selling your home, you can get that at our website any time!
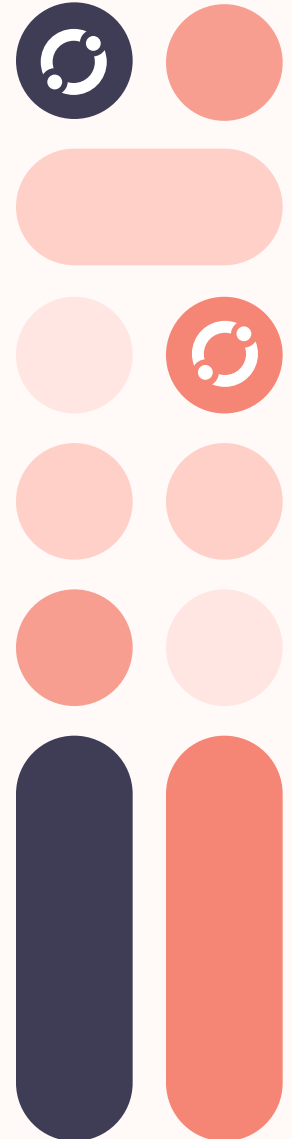
Best Call Scripts
Seller Lead

Hello **[Lead Name]**, This is **[ISA or Agent Name]** at the **[Team Name]**. How are you?

I saw you inquired about selling your home, we're excited to help... when ideally would you like to have your home sold by?

Other questions to ask

- What has you considering selling your home?
- What number makes financial sense for you to consider a move?
- Do you currently have a mortgage on the property?
- Are you going to interview other agents for the job of getting your home sold?
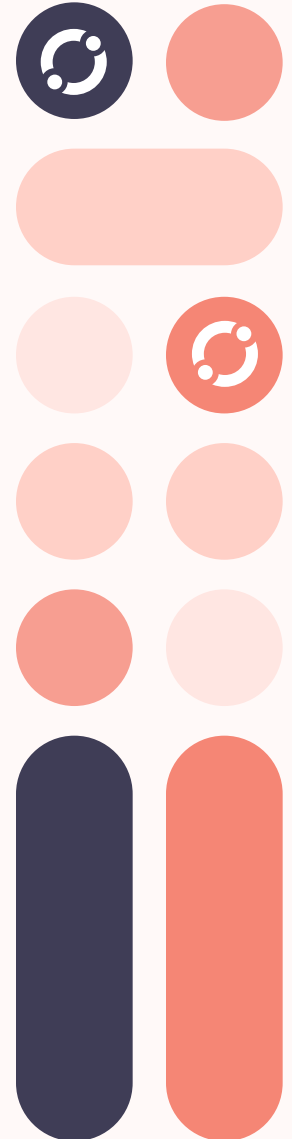- What are the top three things you love most about your home?

Best Call Scripts
Cash Offer

Hello **[Lead Name]**, This is **[ISA or Agent Name]** at the **[Team Name]**. How are you?
I saw you inquired about selling your home, we're excited to help... when ideally would you like to have your home sold by?

Most important question to ask: If you had to chose one, what is most important in the sale of your home... Speed and convenience OR netting top dollar?

If you are not able to find a cash offer that makes sense, then will you end up renting the home out or interviewing agents for the job of getting it sold?

Other questions to ask

- What has you considering selling your home?
- What number makes financial sense for you to consider a move?
- Do you currently have a mortgage on the property?
- Are you going to interview other agents for the job of getting your home sold?
- What are the top three things you love most about your home?
- What are the top three things you are looking for in an agent you chose for helping you sell your home?

I am excited to bring you all the options we offer including the cash offer you are requesting and some on market strategies that will help you accomplish your goal of selling your home for top dollar.
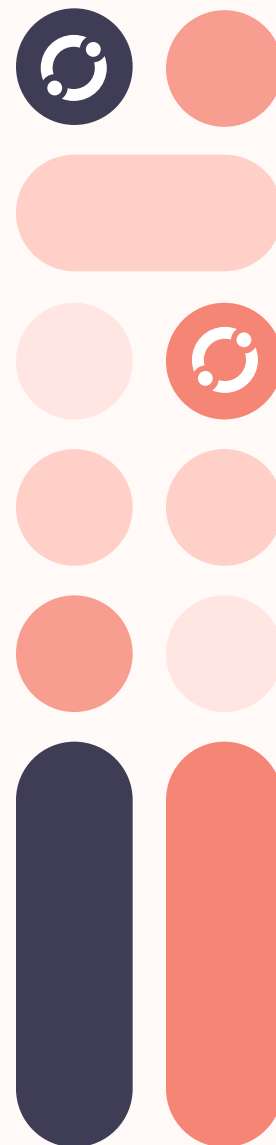
Fello Quick Wins
Video Playlist
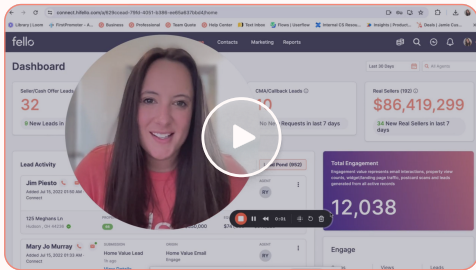
Cash Offer Seller Leads

Learn how to prioritize leads in Fello by cash offer and seller status using the segmenting feature.

Watch Now
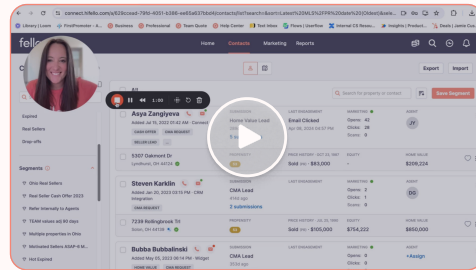
CMA Requests

Learn how to use Fello to filter and prioritize leads by CMA request and oldest MLS state for efficient opportunity management.

Watch Now
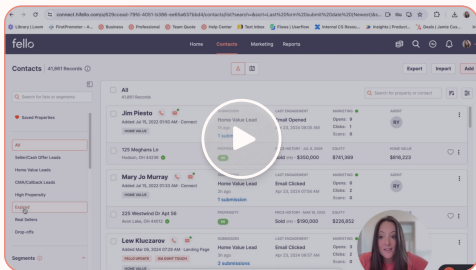
Expired Leads

Learn how to use Fello to efficiently identify and target recently expired listings within your database for outreach opportunities.

Watch Now
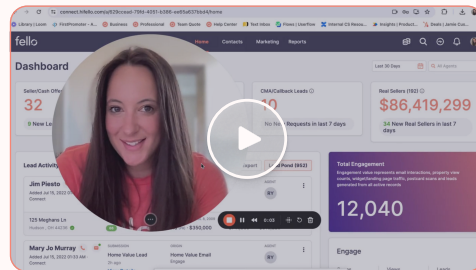
Home Value Leads

Learn how to prioritize home value leads in Fello by engagement and market status for effective listing opportunities.

Watch Now

Ryan's Key Learnings

1 **Maintain a healthy database for effective outreach**
Maintain a clean and well-segmented database to ensure effective outreach. Be intentional in how you manage, incubate, and keep your database warm.

2 **Target home value outreach to nurture warm leads**
Focus your outreach on individuals engaged with their home's value to nurture warm leads, using regular, relevant check-ins to ease into discussions about selling their home.

3 **Assume sale intent in every conversation**
Assume each person you converse with intends to sell their home and focus on identifying their timeline, making your conversations more targeted and effective.

4 **Know about the homeowner motivation with strategic questioning**
Would they be open to considering an offer to sell their home, even if it's off-market, and it made financial sense."
This question uncovers their true motivation, then follow up to understand their post-sale plans for deeper engagement.

5 **Challenge Yourself: 30 Listings in 30 Days**
Despite my own fear of making phone calls, I publicly committed to setting 30 listing appointments in 30 days. The fear of not reaching this goal overshadowed my call anxiety, pushing me to succeed.

6 **Adhere to Your Plan for Maximum Efficiency and Effectiveness**
Stick to your original strategy to stay efficient, especially when immediate results are lacking. Evaluate and adjust your plan only after giving it sufficient time to work.

Scorecard | Week 1

Weekly Learnings

Day	Date	Homeowners Added to Database	Home Value Updates Made	Texts & Emails Sent	Phone Conversations	Listing Appointments Set

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Scorecard | Week 2

Weekly Learnings

Day	Date	Homeowners Added to Database	Home Value Updates Made	Texts & Emails Sent	Phone Conversations	Listing Appointments Set

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Scorecard | Week 3

Weekly Learnings	Day	Date	Homeowners Added to Database	Home Value Updates Made	Texts & Emails Sent	Phone Conversations	Listing Appointments Set

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Scorecard | Week 4

Weekly Learnings

Day	Date	Homeowners Added to Database	Home Value Updates Made	Texts & Emails Sent	Phone Conversations	Listing Appointments Set

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Scorecard | Week 5

Weekly Learnings

Day	Date	Homeowners Added to Database	Home Value Updates Made	Texts & Emails Sent	Phone Conversations	Listing Appointments Set

Stay Positive
Get Better
Enjoy Every Day!

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