

— TRANSFORM YOUR —  
REAL ESTATE  
DATABASE INTO  
**A POWERFUL  
DATABANK**



 Sierra Interactive

fello

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# INTRODUCTION

## TRANSFORMING YOUR DATABASE INTO A DYNAMIC ASSET

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Data is more than just a list of names and contact information. When managed strategically, a real estate database evolves into a powerful databank that drives business growth and maintains a steady stream of opportunities. This guide will show real estate teams how to leverage their existing databases, turning lists of names into extraordinary business outcomes and generating future business from your CRM. Think of it as “The Gift That Keeps on Giving”—a solution-oriented blueprint for sustainable success.

# UNDERSTANDING THE POWER OF YOUR DATABASE

## YOUR DATABASE IS YOUR DATABANK

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A well-maintained and strategically managed database is not just a tool but a living asset that can continuously generate new business. When enriched and nurtured, it becomes a perpetual source of listings and closings.

According to Fello's data, approximately 5% of your database is likely to list their property within the next 12 months, which is a conservative estimate, assuming homeowners move every 20 years, when we know it's closer to 15 or 10. Regardless, this means if your database contains 1,000 contacts, you have 50 potential listings within the year. For a robust database of 20,000 contacts, you could unlock 1,000 opportunities annually and so on.

*Fello is an engagement and lead conversion platform for real estate agents that's 100% dedicated to getting them more listings. Fello directly integrates with Sierra Interactive and uses AI, automation and pre-built marketing to help agents capture new contacts and nurture them (and old buyer leads) into seller leads and listings.*

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*Sierra Interactive develops residential real estate software and services for agents, teams and brokers in the U.S. and Canada. Sierra's proven lead generation and management solutions are trusted by top-performing teams and influential coaches in the real estate industry.*

 **Sierra Interactive**

*For more on our authors, [click here](#).*

# SETTING UP YOUR CRM FOR SUCCESS

## BUILD A FOUNDATION WITH YOUR CRM

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The first step to maximizing the potential of your database is to structure your CRM for success. Sierra Interactive's comprehensive CRM platform provides robust solutions for effective data management. Here's how to set up your CRM for peak performance:

- 🕒 **Customize for Your Team's Needs:** Ensure your CRM is tailored to match the unique workflow of your team. Create categories, tags and segments that align with your specific business goals.
- 🕒 **Data Enrichment with Fello:** Enhance your contacts by adding property addresses and relevant homeowner data. This allows for precise targeting and better relationship-building.
- 🕒 **Routine Data Audits:** Regularly review and update your database to keep information current and actionable.

# NURTURING YOUR DATABASE: THE GIFT THAT KEEPS ON GIVING

## MAINTAINING ENGAGEMENT THROUGH CONSISTENT COMMUNICATION

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Staying top-of-mind requires ongoing communication that is both relevant and valuable. By leveraging automation tools, you can maintain consistent outreach without overwhelming your team.

## FELLO'S SOLUTIONS FOR ENGAGEMENT:

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- 🕒 **Home Value Email Automation:** Keep homeowners informed of their property's value, fostering trust and positioning yourself as an expert.
- 🕒 **Cash Offer and Expired Listing Automation:** Re-engage leads with personalized offers that cater to their specific interests.
- 🕒 **Marketing Landing Pages:** Drive engagement through dedicated landing pages for targeted campaigns.

## STRATEGIES FOR EFFECTIVE NURTURING:

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- 🕒 **Digital Touchpoints:** Utilize newsletters, e-alerts, market updates and social media interactions to maintain an active digital presence.
- 🕒 **Physical Mail:** Send postcards and personalized mail for important milestones like birthdays, home anniversaries or event invitations.
- 🕒 **Personalized Follow-Ups:** Use insights from Fello to tailor your follow-up communications, enhancing relevance and building stronger connections.

- 🕒 **Host Exclusive Events:** Invite top contacts to webinars, client appreciation events or market analysis sessions to deepen relationships.
- 🕒 **Educational Content Sharing:** Offer value to your leads by providing educational content related to real estate. This can be blog posts, eBooks, market trends or homeownership tips that can help position your team as knowledgeable experts in the field.
- 🕒 **Automated Email Drip Campaigns:** Set up email sequences that deliver valuable content over time. This is a great way to nurture new leads while giving your team more time to focus on other tasks.
- 🕒 **Community Involvement:** Participate in local events, sponsor community activities or volunteer in charity work. This not only promotes your brand but also strengthens your relationship with the community, making your team more trustworthy and relatable.
- 🕒 **Virtual Tours:** Use technology to your advantage. Offer potential buyers a virtual tour of houses on their wishlist. This can spark interest and will give your team a reason to follow up.
- 🕒 **Targeted Ad Campaigns:** Use data to create ad campaigns that are tailored to your leads' needs, preferences and online behavior. This allows you to engage with them on a more personal level, leading to higher conversion rates.
- 🕒 **Interactive Webinars:** Opt for more engaging and interactive sessions like Q&A webinars, live discussion panels or virtual house tours. This can provoke deeper engagement and further inquisition, establishing a stronger connection with your leads.
- 🕒 **Collaboration with Related Local Businesses:** Partner with local home improvement stores, moving companies or interior designers to offer exclusive deals or discounts to your leads. Such collaborations not only provide additional value for your leads but also foster a sense of community engagement.

# TRANSFORMATIVE STRATEGIES FOR BUSINESS GROWTH

## TURNING CONNECTIONS INTO CONVERSIONS

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Real estate teams can convert database contacts into high-value clients by applying segmentation, targeted marketing and automation.

## ACTIONABLE STRATEGIES:

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- 🕒 **Segment Your Database:** Organize contacts based on lead type, engagement level or property data (e.g., Fello's AVM, lead scoring, MLS history and mortgage data).
- 🕒 **Personalized Communication:** Craft messages that cater to the specific needs and interests of each contact group.
- 🕒 **Implement Automation:** Schedule follow-ups, communications, drip campaigns and task reminders to ensure no lead slips through the cracks.
- 🕒 **Leverage CRM Tools:** Sierra Interactive's action plans streamline follow-ups, making it easier to stay organized.
- 🕒 **Referral Programs:** Encourage satisfied clients to refer friends and family, boosting your reach and trustworthiness.
- 🕒 **Data Analytics:** Use CRM data to identify warm leads and predict future opportunities, empowering your team with actionable insights.

**“We have 30,000 leads in a pond right now. Those were all stuck inside of other agents' pipelines. We have so much opportunity in here.”**

**- Zach Sikes, Broker Owner of Homestead & Co.**

[How Zach Sikes Turned His Real Estate Database into a Money Machine customer success story, April 2024]

# REAL-LIFE SUCCESS STORIES

## CASE STUDIES & EXAMPLES

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Nothing illustrates the effectiveness of these strategies better than real success stories:



### Fello CEO Ryan Young's 30-Day Listing Challenge:

Ryan Young, Fello CEO, Realtor® and owner of The Young Team had been out of production for about 4 years when he decided to do a 30-Day Listing Challenge to prove 1) that he could and 2) his listing-focused strategies worked. Ryan completed his 30-Day Listing Challenge in March 2024, targeting Fello-engaged contacts in his Sierra database, mastering call and text scripts and holding himself accountable by sharing everything on social media. And yes, he did get 30 listing appointments in 30 days.

[Download Ryan's own 30in30 Playbook.](#)



**YOUNGTEAM.**



### The Locale Group's 54 Listing Appointments:

In Colorado's cooling real estate market, The Locale Group has defied reasonable expectations by generating 54 listing appointments in just 2.5 months using the Fello platform and Fello's text scripts. This young team, established only six months ago in Colorado Springs, demonstrates how strategic technology implementation can drive significant results even during traditionally slow seasons.

[Read the full success story.](#)





### Greg Dallaire's \$52M Success:

Greg Dallaire of Dallaire Realty transformed his real estate database into a significant source of revenue. By leveraging his sphere of influence and cultivating past client relationships, Greg sourced 51% of his business this year, totaling over \$52M in closed volume. This success was achieved through a blend of personal connections and smart use of technology, primarily Sierra Interactive's CRM. Consistent and personalized communication, efficient CRM management, strategic marketing campaigns and reliable automated follow-ups all contributed to turning Greg's existing database into his most potent lead source.

[Read the full success story.](#)





### Zach Sikes' Money Machine:

Zach Sikes transformed his database into a reliable revenue generator by leveraging CRM tools and nurturing his Sphere of Influence (SOI).

Leveraging Sierra's innovative SEO tools, smart automations and unique lead ponds, Homestead & Co. witnessed a 37% decrease in cost per conversion, a 50% increase in connection rate and a notable surge in website traffic within the first 90 days. This strategic move is also paving the way for an 11% YoY sales increase, targeting a projected sales volume of \$100MM and 460 transactions in 2024. Agents at Homestead & Co. are now empowered to harness their existing database effectively, thereby increasing productivity and sales.

[Read the full success story.](#)



HOMESTEAD & Co.  
BUY | SELL | INVEST

These examples highlight how turning data into strategy can lead to substantial business growth.

# CONCLUSION

## **FUTURE-PROOF YOUR REAL ESTATE BUSINESS**

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A well-maintained and actively nurtured database is not just a business asset—it is the foundation of sustainable growth. By following the practices outlined in this guide, your real estate team can transform routine data management into a robust, conversion-driving system.

Investing time in your database today ensures that it continues to serve as a powerful asset for years to come. The future of your real estate business lies in how well you leverage this dynamic resource.

# RESOURCES AND TOOLS

## ESSENTIAL RESOURCES FOR REAL ESTATE TEAMS

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To get the most out of your database, consider these tools and platforms:

🕒 **Sierra Interactive:** Sierra Interactive develops residential real estate software and services for agents, teams and brokers in the U.S. and Canada. Sierra's proven lead generation and management solutions are trusted by top-performing teams and influential coaches in the real estate industry. Founded in 2007, Sierra is headquartered in Louisville, KY, but has a remote-first workforce across the U.S. Sierra is owned by Alpine Software Group (ASG), a unique software business specializing in building vertical SaaS companies and backed by private equity firm Alpine Investors.

**For more information, visit [sierrainteractive.com](https://sierrainteractive.com).**

🕒 **Fello:** Fello is an automation and lead conversion platform that is 100% dedicated to getting real estate agents more listings. Fello directly connects with Sierra Interactive to help agents capture new contacts and nurture them (and old buyer leads) into seller leads. Founded in 2022 in Cleveland, OH, Fello is the brainchild of CEO Ryan Young's own listing-focused team. Now with a remote-first global workforce, the Fello platform has expanded to AI and automation tools, data enrichment, pre-built marketing, training and support to help agents grow their businesses.

**For more information, visit [hifello.com](https://hifello.com).**

These resources can help transform your database into a powerful databank, ready to fuel your business growth.