

# 10 BEST WAYS TO GROW YOUR DATABASE

How to add warm leads without spending.



Stop spending thousands on purchased leads! Your next listing (or buyer) is closer than you think. Here are 10 proven ways to grow your database organically using resources you already have access to.

- 1

**LEVERAGE YOUR PHONE CONTACTS**

WATCH IT ON YouTube

Unlock a goldmine of connections by exporting your phone's contact list – these are people who already know and trust you.
- 2

**TAP INTO SOCIAL MEDIA CONNECTIONS**

WATCH IT ON YouTube

Export your social media connections from Facebook and Instagram to transform casual followers into potential clients.
- 3

**ACCESS COMMUNITY LISTS**

Connect with local networks through school directories, neighborhood associations, and religious organizations you're already part of.
- 4

**MINE YOUR EMAIL HISTORY**

Search your email for "cc:me" to discover forgotten connections from past communications and group emails.
- 5

**EXCHANGE CLIENT LISTS WITH VENDORS**

Partner with complementary businesses like lenders, landscapers, and home service providers to share networks.
- 6

**IMPLEMENT 24/7 LEAD CAPTURES**

Use QR codes and personalized URLs (PURLs — like the ones from Fello!) to make it easy for potential clients to connect with you.
- 7

**CONNECT WITH MOTIVATED SELLERS**

Reach out to expired listings and FSBOs through tools like Vulcan7 and Zillow to find ready-to-go-now sellers.
- 8

**CREATE COMMUNITY RECOGNITION**

Launch (or participate in) nomination-based giveaways for teachers and first responders to generate goodwill and referrals.
- 9

**HOST ENGAGING LOCAL EVENTS**

Draw in potential clients with interactive events featuring home value estimates, “Guess Your Home Value,” and prizes.
- 10

**CONSIDER STRATEGIC PARTNERSHIPS**

Explore opportunities to partner with or acquire existing client databases from retiring or relocating agents.

## QUESTIONS?

Contact your Customer Success Manager who is here to help you drive more leads. Refer to the links below for more in-depth tips and tricks: A series of articles on the best practices for real estate teams using Fello.



### Fello Academy

Courses for agents, admin, and team leaders to strategically transform their businesses.



### Help Center

Your one stop shop for all your Fello feature help articles.



### Connect with a Customer Success Manager

Your Customer Success Manager is dedicated to helping you get the most from your database.