

Learn the room **before** moving the furniture

WHO BUYS

The team leader

Pays for it. Owns a dead database and an ISA bill.

WHO THEY SELL TO

The homeowner

Doesn't know what the house is worth, or when to move.

Solve the homeowner's problem and the agent wins. Solve the agent's problem and Fello wins.

Signal selling

Act when something happens. Equity jumps, value checked twice.

Intent

They are already asking. Rates, schools, viewing times.

Triggers

Something changed. A team just hired thirty agents.

Technographics

Target by the software they already run. Follow Up Boss.

Account scoring

Rank them. Size, database, CRM fit, lead volume.

Dark funnel

They research you quietly. Never fill in the form.

Four shelves, not forty ideas

PRODUCT MARKETING	COMMUNITY	BRAND VISIBILITY	IP WE'D OWN
Fellohood Agents' corner on the dashboard. Swap problems, feel less alone.	Match made in database Agent matching, like founder matching. Accountability partners.	IG and Reddit Comment where agents already argue.	Leakage Deals lost inside your own database. A score.
Felix kiosk At open houses and conferences. Ask it about the street.	WhatsApp drops New listings, features, how-to clips.	.fello in the handle Every agent wears it on Instagram.	The Realty Roast Show Homebot, MyHomeIQ, Ylopo. Everyone roasts everyone.
Bundle it Supra, ShowingTime, Dripify. One agent kit.	Habit building Small daily database work. Streaks.	Collab posts Open house, made fun. Filmed with the agent.	Micro dramas An agent's life. Comic, emotional, short.
Fire your spreadsheet The switch campaign.	Seasonal leaderboards Run with the market. Spring listings, autumn buyers.	Confessions of an agent Vulnerable, funny homeowner stories.	Felix has moods Sassy, cool, sarcastic. Pick your teammate.

The last column is the one nobody can copy. Everything else is a good campaign. Those four are assets.

Pair me with a GTM engineer, **these ship in weeks**

01 Listen where they complain

Reddit **r/realtors**, agent Facebook groups, G2, TrustRadius. An agent crawls them nightly, sorts every complaint into a bucket, counts it. Now we know what to say.

02 The hiring signal

A team advertising for an ISA is about to spend **eighty thousand dollars** on someone who makes calls. Watch Indeed, ZipRecruiter and career pages. Alert the day one appears.

03 The listing crawler

Public listings and rosters. Who grew, who lost agents, **whose listing just expired**, who changed brokerage. Same crawler, different source.

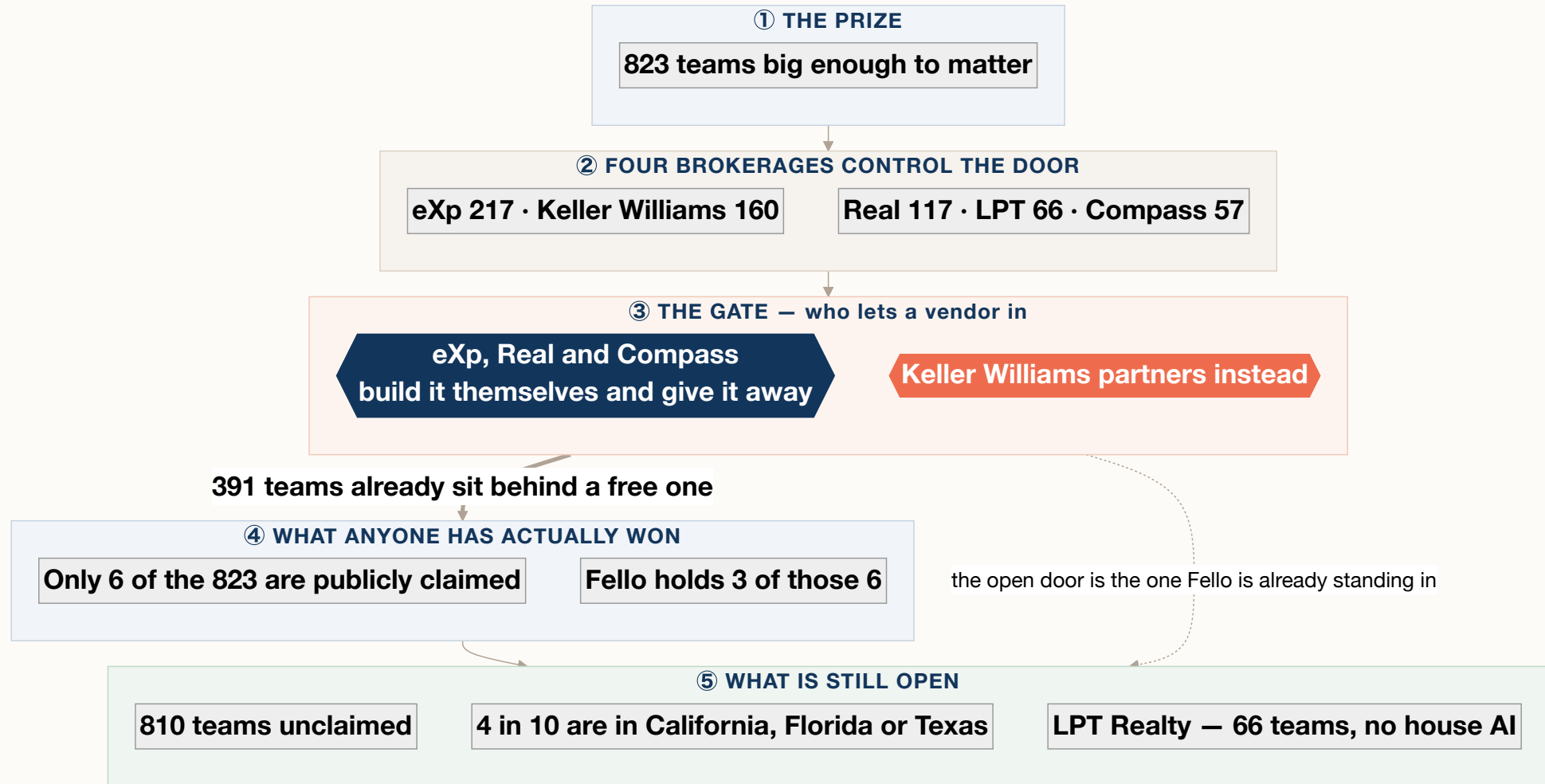
04 Their customers write the pitch

Crawl Google Maps for real estate businesses, read every Google review. The complaints **are** the broken workflows. Nobody called me back. Took a week to hear anything. Send it straight back as the cold email: **"we can automate these three workflows for you today"**.

05 The Ben Franklin effect

A small ask beats a free gift. **"Five things to say to a homeowner this week"**, five dollars, every Monday.

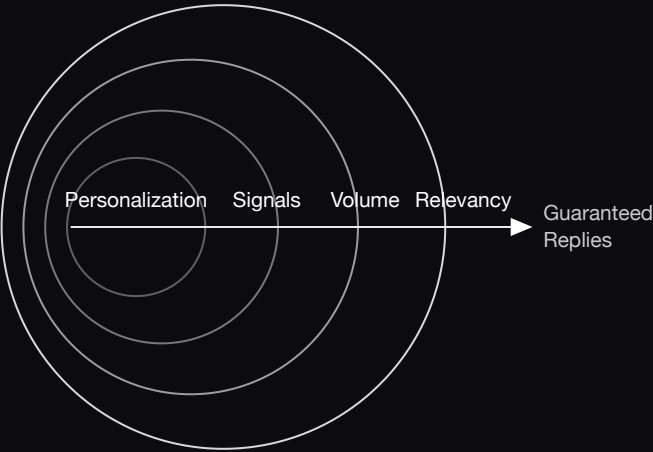
I mapped the market **before this call**



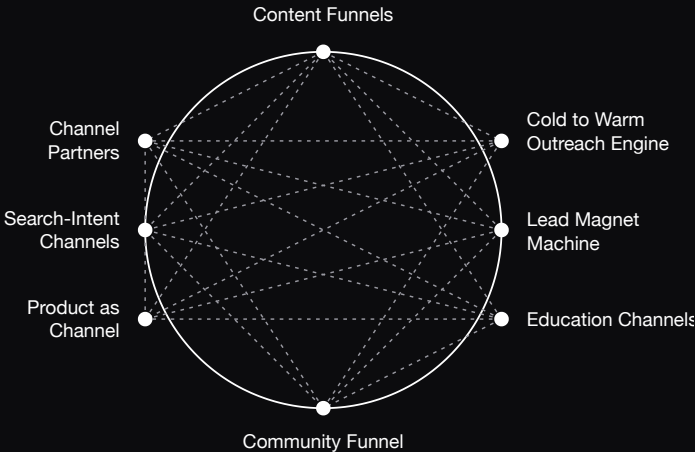
[Open the full sheet →](#)

Three things **worth arguing about**

The psychology behind cold outreach replies



Types of distribution funnels to build in 2026



Underrated ways to do outreach in 2026

