

The Canadian Real Estate Association



Real Estate Advertising Website

Email Lead API

Version 1.4

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## Version History

| <u>Version</u> | <u>Published Date</u>       | <u>Description</u>                                                                                                                                                 |
|----------------|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.0            | Jan 26 <sup>th</sup> , 2015 | Release                                                                                                                                                            |
| 1.1            | May 8 <sup>th</sup> , 2015  | Added following sections:<br>IndividualId Argument<br>ListingId Argument<br>Reply codes                                                                            |
| 1.2            | May 11 <sup>th</sup> , 2015 | “Added Availability of REALTORS® email addresses “section                                                                                                          |
| 1.3            | Dec 7 <sup>th</sup> , 2015  | Added ability for Real Estate Advertising Websites to email REALTORS® directly as long as they contribute listings to them (i.e. ListingID is no longer mandatory) |
| 1.4            | Nov 26 <sup>th</sup> , 2020 | ListingID is now mandatory                                                                                                                                         |

## 1. Real Estate Advertising Websites Overview

Real Estate Advertising Websites are listing publishing sites. They provide real estate search services to the public.

For full technical details on how to pull data from CREA and technical guidance on how to comply with CREA's analytics data collection, refer to the "Data Distribution Facility Data Feed Technical Documentation".

Please contact CREA member support ([support@crea.ca](mailto:support@crea.ca)) if you have any questions.

## 2. Emails to REALTORS®

Email addresses are not included in the DDF® for Real Estate Advertising Websites. However, on REAW websites that display real estate listings, there's often an "Email REALTOR®" button. This button should present an online form where the end-user fills out the required information. After completing this form, the REAW server builds and triggers an email request that will be handled by a CREA web service.

## 3. Email Transaction

### Description

This transaction is used to send an email to a REALTOR®. Note: The client must be logged in to use this transaction.

### End Point

<https://data.crea.ca/Email.svc/EmailRealtor>

## Request Arguments

| Name                 | Type    | Description                                                      | Max | Required                                 | Supported Values                               |
|----------------------|---------|------------------------------------------------------------------|-----|------------------------------------------|------------------------------------------------|
| SenderName           | string  | The name of the person sending the email                         | 50  | Yes                                      |                                                |
| SenderEmailAddress   | string  | The email of the person sending the email                        | 50  | Yes                                      | Must be valid email format                     |
| Message              | string  | The message                                                      | 200 | Yes                                      | Free text                                      |
| IndividualId         | Integer | The ID of the REALTOR®                                           |     | Yes                                      | See the “IndividualId Argument” section below. |
| ListingId            | integer | The ID of the Listing that the sender is currently interested in |     | Yes                                      | See the “ListingId Argument” section below.    |
| SenderPhoneAreaCode  | Integer | The phone area code of the person sending the email.             | 3   | Yes if SenderPhoneNumber is submitted    | Exactly 3 digits.                              |
| SenderPhoneNumber    | Integer | The phone number of the person sending the email.                | 7   | Yes if SenderPhoneAreaCode is submitted. | Exactly 7 digits.                              |
| SenderPhoneExtension | Integer | The phone extension of the person sending the email              | 5   | No                                       | 1 to 5 digits                                  |
| Culture              | String  | What language should the results be in ex: English               | 5   | No                                       | en-CA (default)<br>fr-CA                       |

## Example:

<https://data.crea.ca/Email.svc/EmailRealtor?SenderName=JohnSmith&SenderEmailAddress=jsmith@hotmail.com&Message=pleaseCallMe&ListingId=8878707&Culture=en-CA&IndividualId=>

http://data-qa.crea.ca/Email.svc/EmailRealtor?SenderName=QA+Tester&SenderEmailAddress=qa%40crea.ca&Message=test+123&ListingId=2640085&Culture=en-CA&IndividualId=270590

## IndividualId Argument

The ID of the REALTOR® to whom the email will be sent can be obtained from:

1. The ID attribute in the AgentDetails element in the PropertyDetails or AgentDetails payloads in Standard-XML, as shown below. (See the “Data Distribution Facility Data Feed Technical Documentation” at

<https://support.crea.ca/DDF#/discussion/31/ddf-data-feed-technical-documentation> for details on Search transaction payloads).

```
<RETS ReplyCode="0" ReplyText="Operation successful">
  <COUNT Records="1"/>
  <RETS-RESPONSE xmlns="urn:CREA.Search.Property">
    <Pagination>
      <TotalRecords>1</TotalRecords>
      <Limit>100</Limit>
      <Offset>1</Offset>
      <TotalPages>1</TotalPages>
      <RecordsReturned>1</RecordsReturned>
    </Pagination>
    <PropertyDetails ID="8878707" LastUpdated="Thu, 14 Jun 2012 17:09:54 GMT">
      <ListingID>DDF006MUL007</ListingID>
      <AgentDetails ID="1402094">
        <Name>John Johns</Name>
        <Office ID="270577">
          <Name>East Side Housing</Name>
          <Address>
            <City>Surrey</City>
          </Address>
        </Office>
        <Position>Broker Owner</Position>
      </AgentDetails>
    </PropertyDetails>
  </RETS-RESPONSE>
</RETS>
```

2. The ListAgentKey or CoListAgentKey field in the PropertyDetails payload in COMPACT responses. (See the Data Distribution Facility Data Feed Technical Documentation at <https://support.crea.ca/DDF#/discussion/31/ddf-data-feed-technical-documentation> for details on COMPACT searches)

## ListingId Argument

The ID of the Listing that the consumer is interested in can be obtained from:

1. The ID attribute in the PropertyDetails element in the PropertyDetails payload in Standard-XML, as shown below.

```
</Pagination>
<PropertyDetails ID="8878707" LastUpdated="Thu, 14 Jun 2012 17:09:54 GMT">
```

```

<ListingID>DDF006MUL007</ListingID>
<AgentDetails ID="1402094">
  <Name>John Johns</Name>
  <Office ID="270577">

```

2. The ListingKey field in the PropertyDetails payload in COMPACT responses.

## 4. Reply codes

The email service response has the following layout:

```

<?xml version="1.0" encoding="UTF-8"?>
<Reply>
  <ReplyCode>0</ReplyCode>
  <ReplyText>Operation Successful</ReplyText>
</Reply>

```

The possible reply codes are:

| Reply Code | Meaning                                                 |
|------------|---------------------------------------------------------|
| 0          | Operation successful                                    |
| 20207      | Unauthorized to use this service                        |
| 20201      | No Records Found<br>No matching records were found.     |
| 20301      | An invalid input parameter was supplied.                |
| 10000      | Internal error occurred. The request was not processed. |

## 5. Availability of REALTORS® email addresses

Real Estate Advertising Websites need a way of confirming that a REALTOR® actually has an email address available, so that their websites know when to hide their email functionality if an email address is not available:

1. The `EmailAvailable` Boolean element in the Individual and Property payloads in Standard-XML responses indicates whether or not an email address is available for the REALTOR®. If false, the REAW should hide the email REALTOR® functionality for the corresponding REALTOR®.
2. The `ListAgentEmail` and `CoListAgentEmail` fields, in COMPACT responses, are populated with the string True or False to indicate if an email address is available for the corresponding REALTORS®.

## 6. Sample Environment Credentials

CREA offers a sample environment where external technical staff can test and try out their corresponding data feed type before pointing their environments to the live DDF® service.

Credentials

| Data Feed Type                  | Username                 | Password                 |
|---------------------------------|--------------------------|--------------------------|
| Real Estate Advertising Website | N6CV6GPneYQfPDkBailTjgMW | q4Lg8bBpQq2wpn9Ojee8dDqI |