# **Application Programming Interface**

Al Generated Information by Dave Barton-Realtor

In real estate, API stands for "Application Programming Interface."

It's **not** a real estate term itself — it's a **technology tool** used behind the scenes to connect data between systems.



**\Q** In Simple Terms

An API lets one software talk to another software automatically.

Think of it like a data bridge.



n How APIs Are Used in Real Estate

### 1. MLS Data Connections

APIs allow:

- Websites
- **Broker platforms**
- Search apps

to pull live property listings directly from the MLS.

This is how sites like:

- Zillow
- Realtor.com
- Redfin
- or your own IDX website

display up-to-date listings.

Without APIs → listings wouldn't update automatically.

### 2. Real Estate CRMs

APIs let your:

- Website
- Lead capture page

Home valuation tool

send new leads directly into your CRM (e.g., kvCORE, Follow Up Boss, LionDesk).

No copying and pasting required.

### 3. Transaction Management

APIs connect:

- Dotloop
- Skyslope
- DocuSign
- Broker management dashboards

so documents, signatures, and transaction files sync automatically.

### 4. Property Data Services

Public records companies (like CoreLogic or ATTOM Data) use APIs to feed:

- Ownership info
- Assessed values
- Sales history
- Tax records
- Flood zones

directly into search tools or CMAs.

# Why It Matters to Agents

If your real estate tools use APIs, they can:

### Without API With API

You update everything manually Data updates automatically

Leads need manual entry Leads go straight to your CRM

MLS listings can be outdated Listings are real-time and accurate

Tech feels disorganized All systems talk to each other

**Quick Example** You have a home valuation page that collects leads. When someone fills it out: API → automatically → adds contact to your CRM → triggers drip campaign. You didn't do a thing. **Bottom Line** API = A connector that lets real estate software share data automatically. It's what keeps: Listings live Leads flowing CRMs updated · Contracts synced If you'd like, I can also tell you: Which CRMs have the best API compatibility Whether your current website can support API lead automation How to set up MLS IDX API access in Utah Just tell me which MLS you're in: WFRMLS? Park City MLS? St. George MLS? You said: I am a member of the WFRMLS ChatGPT said: Thought for 12s

Nice—since you're in WFRMLS (UtahRealEstate.com), here's the quick, accurate way to use an API/IDX

In other words — APIs save you time and prevent errors.

The short version

feed and what to know.

- WFRMLS uses the RESO Web API (OData v4). RETS is deprecated for new access.
  vendor.utahrealestate.com+1
- You request/authorize IDX data licensing from your UtahRealEstate.com account under Tools →
  Data Licensing, then approve your vendor. vendor.utahrealestate.com+1
- Your site/app must follow IDX display & internet visibility rules (what can be shown, attribution, etc.). vendor.utahrealestate.com
- WFRMLS enforces **Clear Cooperation** (list within 1 business day once publicly marketed). Keep this in mind if you're teasing listings on your site or socials. <u>utahrealestate.com</u>

### How to get an IDX feed (5 steps)

- Sign in at UtahRealEstate.com → Tools → Data Licensing. Choose IDX and start a new request. Pro Agent Websites+1
- 2. **Pick your vendor** (your web provider/IDX plugin). If they're not in the dropdown, they need to register with WFRMLS Data Licensing. <u>cdn.lofty.com</u>
- 3. **Broker approval**: the system emails your principal broker for e-sign/approval (if you are the broker, you'll approve it yourself). <u>cdn.lofty.com</u>
- 4. **Vendor config**: once approved, your vendor uses the **RESO Web API** credentials/endpoints to pull listings (UtahRealEstate.com's API docs cover endpoints, auth, and OData). vendor.utahrealestate.com+1
- 5. **Compliance check**: ensure your site's search/results/listing pages meet **IDX/visibility** rules (attribution, links, fields allowed). <u>vendor.utahrealestate.com</u>

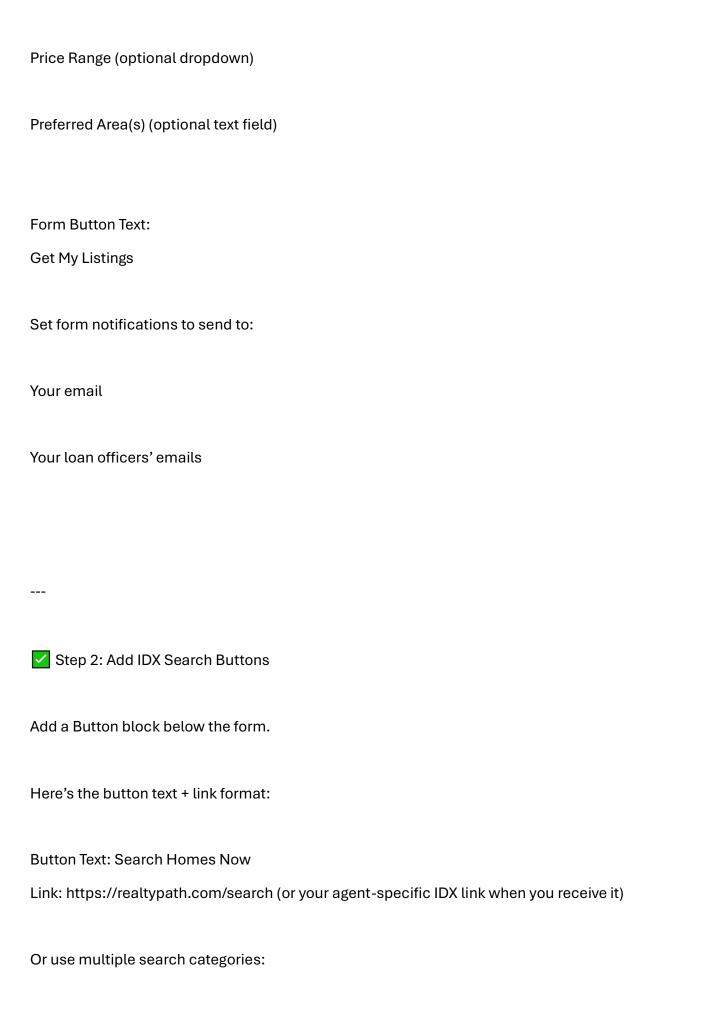
### Tech notes (so your vendor speaks your language)

- **Standard**: RESO Web API (OData v4) with RESO Data Dictionary fields. vendor.utahrealestate.com+1
- **Endpoints/docs**: UtahRealEstate's **Web API Docs** show the service document and metadata endpoints and how to discover resources/fields. <u>vendor.utahrealestate.com+1</u>
- **RETS**: legacy docs exist, but WFRMLS moved to API-only for new access (keep this in mind if anyone suggests "just use RETS"). <u>vendor.utahrealestate.com+1</u>

## Compliance to remember

- **IDX/Internet Visibility** rules govern what's shown publicly and how (e.g., attribution, undercontract handling). <u>vendor.utahrealestate.com</u>
- Clear Cooperation policy applies to your marketing—public marketing triggers 1-business-day submission. <u>utahrealestate.com</u>

If you want, tell me your <b>website platform</b> (e.g., WordPress + IDX plugin, Sierra, kvCORE, Lofty, custom) and I'll map the exact <b>Data Licensing steps + vendor setup</b> for that stack and draft your <b>IDX disclaimer/attribution</b> text so you're compliant from day one.
Great — here are copy-and-paste-ready pieces you can place directly into your GoDaddy Website Builder.
✓ Step 1: Lead Capture Form
This collects the lead before they go to IDX.
Form Text (copy/paste into a "Contact Form" section):
Title:
Request Your Custom Home Search
Description:
Tell me what kind of home you're looking for and I'll send you real-time listings that match — including ones that haven't hit Zillow yet.
Fields to include:
Name (required)
Phone (required)
Email (required)



Button Text: Homes Under \$600K

Link: https://realtypath.com/search?max\_price=600000

**Button Text: New Construction** 

Link: https://realtypath.com/search?features=newconstruction

**Button Text: Horse Properties** 

Link: https://realtypath.com/search?property\_type=horse

If they give you your personalized agent search link, use that for all buttons instead.

Step 3: Optional – Add Styled Buttons (Copy-Paste HTML Block)

GoDaddy Website Builder does allow HTML sections, which makes nicer-looking buttons.

Add a "HTML Section" → paste this:

<div style="text-align: center; margin-top: 20px;">

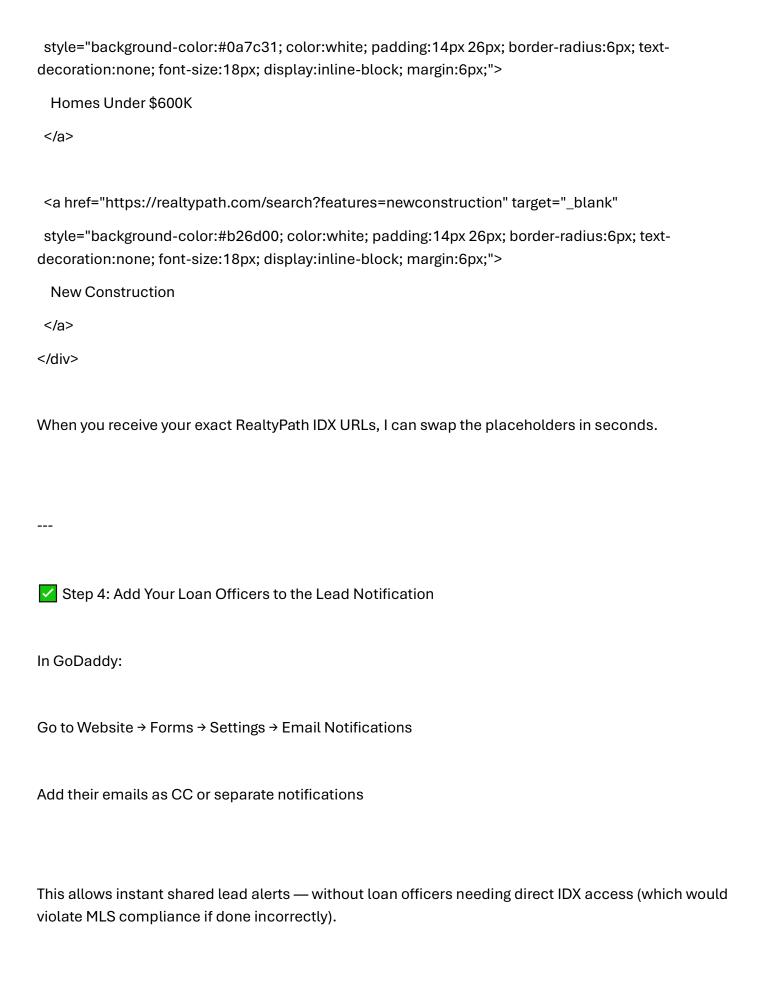
<a href="https://realtypath.com/search" target="\_blank"

style="background-color:#004aad; color:white; padding:14px 26px; border-radius:6px; textdecoration:none; font-size:18px; display:inline-block; margin:6px;">

Search Homes Now

</a>

<a href="https://realtypath.com/search?max\_price=600000" target="\_blank"



If you'd like, I can now:
A) Customize this with your colors & fonts
B) Replace the placeholder IDX links with your real ones as soon as you get them
C) Create 3 optimized neighborhood/price search landing pages for higher conversion
Which one do you want?
A, B, or C?

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