

# Application Programming Interface

AI 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.

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## In Simple Terms

An **API** lets **one software talk to another software automatically.**

Think of it like a **data bridge.**

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## 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.**

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### 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.

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### 3. Transaction Management

APIs connect:

- Dotloop
- Skyslope
- DocuSign
- Broker management dashboards

so documents, signatures, and transaction files **sync automatically**.

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### 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.

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### Why It Matters to Agents

If your real estate tools **use APIs**, they can:

#### Without API

You update everything manually

Leads need manual entry

MLS listings can be outdated

Tech feels disorganized

#### With API

Data updates automatically

Leads go straight to your CRM

Listings are real-time and accurate

All systems talk to each other

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

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### **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.

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### **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
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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** feed and what to know.

**The short version**

- **WFRMLS uses the RESO Web API** (OData v4). RETS is deprecated for new access. [vendor.utahrealestate.com+1](https://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](https://vendor.utahrealestate.com+1)
- Your site/app must follow **IDX display & internet visibility rules** (what can be shown, attribution, etc.). [vendor.utahrealestate.com](https://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. [utahrealestate.com](https://utahrealestate.com)

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

1. **Sign in** at UtahRealEstate.com → **Tools → Data Licensing**. Choose **IDX** and start a new request. [Pro Agent Websites+1](https://ProAgentWebsites+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. [cdn.lofty.com](https://cdn.lofty.com)
3. **Broker approval**: the system emails your principal broker for e-sign/approval (if you are the broker, you'll approve it yourself). [cdn.lofty.com](https://cdn.lofty.com)
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](https://vendor.utahrealestate.com+1)
5. **Compliance check**: ensure your site's search/results/listing pages meet **IDX/visibility** rules (attribution, links, fields allowed). [vendor.utahrealestate.com](https://vendor.utahrealestate.com)

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

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

### Compliance to remember

- **IDX/Internet Visibility** rules govern what's shown publicly and how (e.g., attribution, under-contract handling). [vendor.utahrealestate.com](https://vendor.utahrealestate.com)
  - **Clear Cooperation** policy applies to your marketing—public marketing triggers 1-business-day submission. [utahrealestate.com](https://utahrealestate.com)
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If you want, tell me your **website platform** (e.g., WordPress + IDX plugin, Sierra, kvCORE, Lofty, custom) and I'll map the exact **Data Licensing steps + vendor setup** for that stack and draft your **IDX disclaimer/attribution** 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.

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### 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)

Price Range (optional dropdown)

Preferred Area(s) (optional text field)

Form Button Text:

Get My Listings

Set form notifications to send to:

Your email

Your loan officers' emails

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## Step 2: Add IDX Search Buttons

Add a Button block below the form.

Here's the button text + link format:

Button Text: Search Homes Now

Link: <https://realtypath.com/search> (or your agent-specific IDX link when you receive it)

Or use multiple search categories:

Button Text: Homes Under \$600K

Link: [https://realtypath.com/search?max\\_price=600000](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](https://realtypath.com/search?property_type=horse)

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

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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; text-decoration:none; font-size:18px; display:inline-block; margin:6px;">
```

```
Search Homes Now
```

```
</a>
```

```
<a href="https://realtypath.com/search?max_price=600000" target="_blank"
```

style="background-color:#0a7c31; color:white; padding:14px 26px; border-radius:6px; text-decoration:none; font-size:18px; display:inline-block; margin:6px;">

Homes Under \$600K

</a>

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

style="background-color:#b26d00; color:white; padding:14px 26px; border-radius:6px; text-decoration:none; font-size:18px; display:inline-block; margin:6px;">

New Construction

</a>

</div>

When you receive your exact RealtyPath IDX URLs, I can swap the placeholders in seconds.

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#### Step 4: Add Your Loan Officers to the Lead Notification

In GoDaddy:

Go to Website → Forms → Settings → Email Notifications

Add their emails as CC or separate notifications

This allows instant shared lead alerts — without loan officers needing direct IDX access (which would violate MLS compliance if done incorrectly).

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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?