CRM Integration Whitepaper

IDX Broker and Your CRM

This IDX Broker to CRM relationship is all about Lead data. Gathering Lead data from the IDX Broker system to the CRM is straight forward. Our RESTful API makes this very easy.

Many CRMs offer an API of their own and we love APIs. We recommend building on the IDX Broker API allows CRMs to remain agile in their Lead data consumption. The IDX Broker API evolves, CRMs can take advantage of new API methods and data available and IDX Broker can focus on the improvements planned for our next API version.

How often can I refresh lead data?

Agents are often looking for a "real time" connection. API calls every second isn't very efficient however. Polling in sudo real time every 5 minutes is advised.

The API does have a hourly rate limit of 250 per hour and 125 for Lite. API call budgeting is important as an account may have other API concerns. The IDX Broker WordPress plugin does a some API calls. We recommend keeping calls low when possible.

Lead data beyond email parsing?

IDX Broker offers more than just emails address and names. Lead Saved Searches, Lead Saved Properties, and even Lead traffic data is also available.

What kind of Lead data is available?

Get information for one or multiple leads. Also ability to add or modify single leads. GET, PUT, POST, DELETE methods are all available for Leads.

Adding new leads and keeping your CRM in sync with changes to existing leads is all available with these four verbs.

What kind of data is NOT available?

MLS wide listing data is NOT available via the API. MLS data search queries are also **NOT** available.

The exception of listing data available is the listings belonging to the agent(s) on the IDX Broker account. We refer to these as "featured listings". Not passing the MLS data is not a technologic limitation. We keep this data locked up to ensure the security of the MLS data. Since MLS data is contractually bound to the IDX vendor and is to only be shown on approved domains, we are able to guarantee that we are not passing this protected data to non approved domains.

Developer Partnership?

Developer Partnership does require you bundle our service with your website services and does offer a payback based on the number of clients under your Developer partner account.

IDX Broker Developer Partners also have access to aggregate methods. For your CRM this means you make one call and get all the leads across all your clients. These are grouped first by IDX Broker Account ID. The advantage is scalability. One call for all clients and their new leads. You don't have to be a Developer Partner to consume the IDX Broker API, just a active client API key.

Code Examples?

Our API documentation gives you example code (in PHP) to GET lead data: http://middleware.idxbroker.com/docs/api/overview.php

Lead API call JSON return example from API Endpoint: https://api.idxbroker.com/leads/lead: https://gist.github.com/antonioortegajr/f9bcf468ad3ebb2ec82d

Integration Support?

Our API integration is just that easy, but you can always contact Developers@IDXBroker.com with any development questions or support issues.