The Canadian Real Estate Association

DDF®

Real Estate Advertising Website

Email Lead API

Version 1.6

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Version History

Version	Published Date	Description
1.0	Jan 26th, 2015	Release
1.1	May 8th, 2015	Added following sections: IndividualId Argument ListingId Argument Reply codes
1.2	May 11th , 2015	"Added Availability of REALTORS® email addresses "section
1.3	Dec 7th, 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 26th, 2020	ListingID is now mandatory
1.5	Dec 22nd, 2020	Updated Culture/language to mandatory
1.6	May 10, 2021	Added test email address

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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) 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`

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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. To test this functionality use qa@crea.ca for SenderEmailAddress
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	Yes	en-CA (default) fr-CA

Example:

https://data.crea.ca/Email.svc/EmailRealtor?SenderName=JohnSmith&SenderEmailAddress=jsmith@hotmail.com&Message=pleaseCallMe&ListingId=1234567&Culture=en-CA&IndividualId=

`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 `ProperyDetails` 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).

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```
<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>
```

2. The `ListAgentKey or CoListAgentKey` field in the `ProperyDetails` 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 `ProperyDetails` 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">
```


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2. The `ListingKey` field in the `ProperyDetails` 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 Request
20201	No Records Found No matching records were found.
20301	An invalid input parameter was supplied.
10000	Internal error occurred. The request was not processed.

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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.
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®.

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