



# White label real estate SMS API

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September 2010

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Published by AGENT511, 425 Huehl Road, Suite 11B, Northbrook, Illinois 60062.

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# 1. Introduction and overview

## 1.1 Introduction

The purpose of this document is to communicate the Application Programming Interface (API) specifications for the AGENT511 White Label Real Estate (“Service”). RES is integrated with external applications that periodically (and in real-time) feed Realtor and property listing data to the AGENT511 system. Additionally, AGENT511 will forward, in real-time, leads associated with incoming text messages to external applications.

## 1.2 Overview

The Service is aimed at providing AGENT511’s Clients (“Client”) such a brokerages, websites, and resellers with a turnkey text messaging system that manages real estate property listing data and Realtor preferences. It sends a text messaging listing and picture to the mobile phone user who submits a text message with a unique property code (e.g. keyword) to the AGENT511 short code. The system forwards the mobile user’s phone number and property ID to the Realtor via text message and forwards the lead to the Client. The AGENT511 system supports two-way carrier compliant mobile messaging campaigns.

Figure 1 shows the messaging flow between the Client’s application, the AGENT511 platform, and the prospective buyer’s mobile phone.

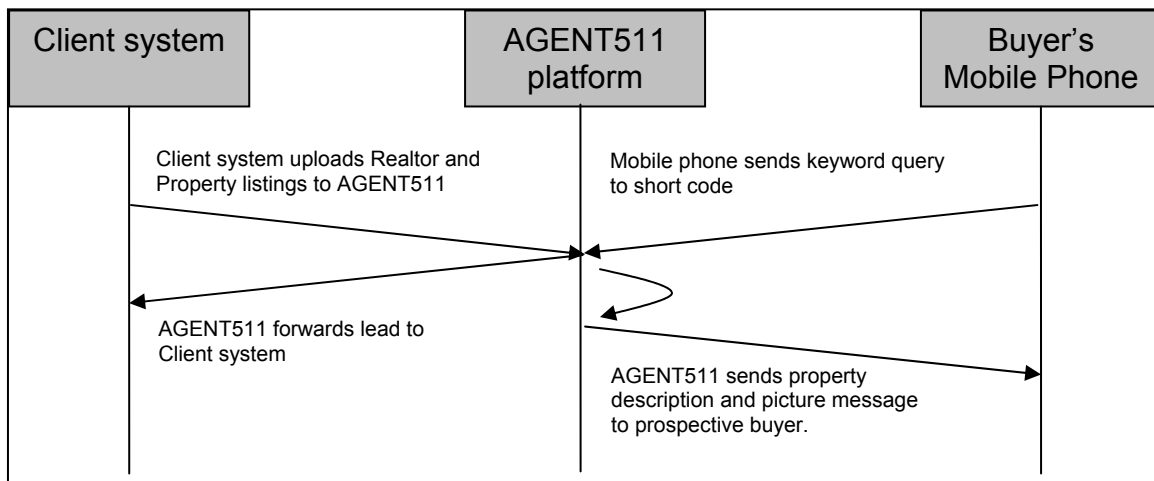


Figure 1: system flow diagram

## 2. Data synchronization

### 2.1 Realtor and property listing uploads

#### 2.1.1. Interface parameters

AGENT511 will provision the following parameters for the FTP account to which the Client will forward XML data files with property listings and Realtor preferences.

Parameter Name	Description	Type	Example value
FTP server	FTP address to which data files are sent	Required	"ftp.client.com"
FTP username	FTP username to which data files are sent	Required	"textclient"
FTP passcode	FTP pass phrase to which data files are sent	Required	"qN03kVZLu38o"

**Table 1:** FTP parameters AGENT511 will configure

### 2.1.2. XML file format

Client system will provide Realtor data and/or property listing data in the following XML format. If an error occurs in parsing, AGENT511 will notify a Client system administrator.

```
<?xml version="1.0" encoding="utf-8" ?>
- <Agent511 Time="12.08.2010 9:51 am" Application="Real estate" AppNumber="1055">
- <ResellerAuthentication>
  <Email>fjones@gmail.com</Email>
  <Password>mob$34555</Password>
  </ResellerAuthentication>
- <Realtor>
  <ID>IM25</ID>
  <Password>xr5355</Password>
  <FirstName>David</FirstName>
  <LastName>Lee</LastName>
  <Company>REMAX</Company>
  <Email>dlee@remax.com</Email>
- <Address>
  <StreetAddress />
  <City />
  <State />
  <Zip />
  </Address>
- <Phone type="Mobile">
  <Number>2064065298</Number>
  <CarrierId>5</CarrierId>
  </Phone>
- <Phone type="Office">
  <Number>2064275298</Number>
  </Phone>
  <URL>http://www.remax.com</URL>
  <SMSNotify>1</SMSNotify>
  <EmailNotify>0</EmailNotify>
  </Realtor>
- <Properties>
```

```

- <Property>
  <Code>1120</Code>
- <Address>
  <StreetAddress>1234 happy st</StreetAddress>
  <City>Kirkland</City>
  <State>WA</State>
  <Zip>98033</Zip>
  </Address>
  <ForSale>1</ForSale>
  <Residential>1</Residential>
  <Price>389000</Price>
  <BR>4</BR>
  <BA>1.5</BA>
  <CARS>2</CARS>
  <SF>2250</SF>
  <Description>54yhgwww</Description>
  <LongDescription>This is the long description for the web brochure.</LongDescription>
- <Pictures>
  <Picture
    Index="1">http://happy.mobile.com/media/201008111436180000008Dining.jpg</Picture>
  <Picture Index="2">http://happy.media/201008111436180000008Front.jpg</Picture>
  </Pictures>
  </Property>
  </Properties>
  </Agent511>

```

### 2.1.3. XML field definitions

The following definitions describe several of the fields in the XML format.

#### Realtor

Realtor ID number is for the Client's purposes only. Realtor password is only used if the Realtor will be provided access to the AGENT511 administrative portal. Otherwise, the value "1" should be used. Phone numbers should not include punctuation.

### SMS/Email Notify

AGENT511 will send a notification message to the Realtor when a text messaging inquiry is received. If the number is "1" AGENT511 will send out a notification; otherwise, no notification will be sent. Because AGENT511 forwards the lead to the Client system, the Client may forward leads to the Realtor.

### Property code

The property code, also called a keyword, is an alphanumeric text value assigned to each property. When the prospective buyer text messages the property code in the body of the message, the AGENT511 platform will return a text and pictorial description. The Client should assign property codes only reserved by AGENT511. AGENT511 will reserve a range of codes for each Client in order to eliminate collisions.

### Description

Description is 100 characters or less for the text message. Long description is 500 characters or less and will be used in the mobile brochure. If no long description is provided, AGENT511 will populate the mobile brochure with Description.

### Special characters

XML cannot be used to transfer special characters in plain text. For special characters, replace with the following to ensure the integrity of the XML parsing:

- &lt; replaces <
- &amp; replaces &
- &gt; replaces >
- &quot; replaces "
- &apos; replaces '

### Carrier ID

For Realtor text notifications, Client must supply AGENT511 with the Realtor's mobile phone carrier. If the Realtor changes mobile phone carriers, AGENT511 must be notified (via XML update).

<b>Carrier</b>	<b>Carrier ID</b>
T-MOBILE	1
ATT	3
SPRINT	4
VERIZON	5
NEXTEL	6
BOOST (PREPAID)	7
ALLTEL	8
CELLULAR ONE (EAST CENTRAL IL)	9
BLUEGRASS CELLUAR	10
US CELLULAR	13
VIRGIN	14
CINCINNATI BELL	15
CELLULAR SOUTH	16
APPALACIAN WIRELESS	17
BOOST (UNLIMITED)	18
CELLCOM	19
AT&T (CENTENNIAL)	20
AT&T (DOBSON)	21
IMMIX WIRELESS	22
UNICEL	24
WEST CENTRAL WIRELESS	25
CRICKET WIRELESS	26

**Table 2:** Carrier identification parameters

#### 2.1.4. Upload periodicity

Incoming XML files use the naming convention: realtorid.xml. After parsing the file, AGENT511 will rename it to realtorid.xml.date+time. AGENT511 checks for new files every 5 minutes with the applicable “XML” extension.

## 2.2 Leads

When a prospective buyer text messages a unique property code, a text message and/or email with the buyer’s information is sent to the Client’s mobile phone number. In addition, the lead is forwarded via HTTP POST to the Client’s system. The Client can elect in the XML data whether AGENT511 sends leads to the Realtor.

### 2.2.1. Example URL

The Client creates a URL to which AGENT511 will forward leads from prospective buyers.

<http://clientURL.com/leads?propertyCode=US1234&cellNum=8475551212&leadDate=04/15/10+12:34&debug=1>

### 2.2.2. HTTP POST parameters

Parameters are shown in Table 3. All parameters names and alphabetical values **are** case sensitive. AGENT511 will POST the data to a URL specified by the client.

Parameter Name	Description	Type	Example value
propertyCode	Unique property ID defined by Client assigned to the property for which buyer sent text message		“US1234”
cellNum	Cell phone number for the buyer	Required	“8475551212”
leadDate	Date/time of inquiry, CST	Required	“04/15/10 12:34”
debug	Special debug parameter	Required	“1”

**Table 3:** Lead POST parameters

## 3. Carrier compliance

These are automated text back messages generated by the AGENT511 platform. The client is unable to change the content of these messages. Messages are maintained compliant with the mobile phone carrier standards and Mobile Marketing Association (MMA).

### 3.1 STOP

If the mobile user sends a text message to AGENT511's short code with the word STOP, he/she will be unsubscribed from any alerts to which he/she has previously subscribed. The command has no impact on the performance of this Service. Regardless, he/she will receive the following response message:

*"You successfully unsubscribed to AGENT511 home/info alerts. Txt HELP for info."*

### 3.2 HELP

If a mobile user text messages the word HELP to AGENT511's short code, a help message will be sent with the following wording:

*"AGENT511 home/info alerts. Msg&Data Rates May Apply. Txt STOP to cancel alerts. Visit [www.agent511.com/help](http://www.agent511.com/help) or 1-877-511-9511."*