

How to ZAP Realtor.com Leads into Realvolve

Use the steps below to setup a zap to import leads from realtor.com into realvolve.

1. Setup a parser email address
2. Setup realtor.com to send leads to the parser email address
3. Setup the parser to extract (parse) the fields from the email
4. Setup Zapier to create new contacts when a lead is received by the parser

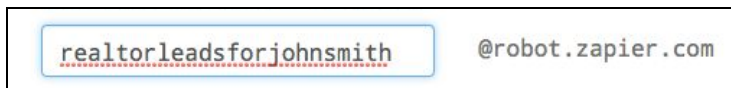
STEP 1: Setup a parser email address

- Goto <http://parser.zapier.com>
- Signup for a free account if you don't already have one otherwise Login to your parser account
- Click on the [**Create Mailbox**] button to set up a new parser email address - it will make a mailbox with an arbitrary name.. In this case: **wv5rcvic** (which can be changed)
- **OPTIONAL:** Rename the arbitrary name with your own unique mailbox name if desired (it must be unique)

Something like:

realtorleadsforjohnsmith@robot.zapier.com

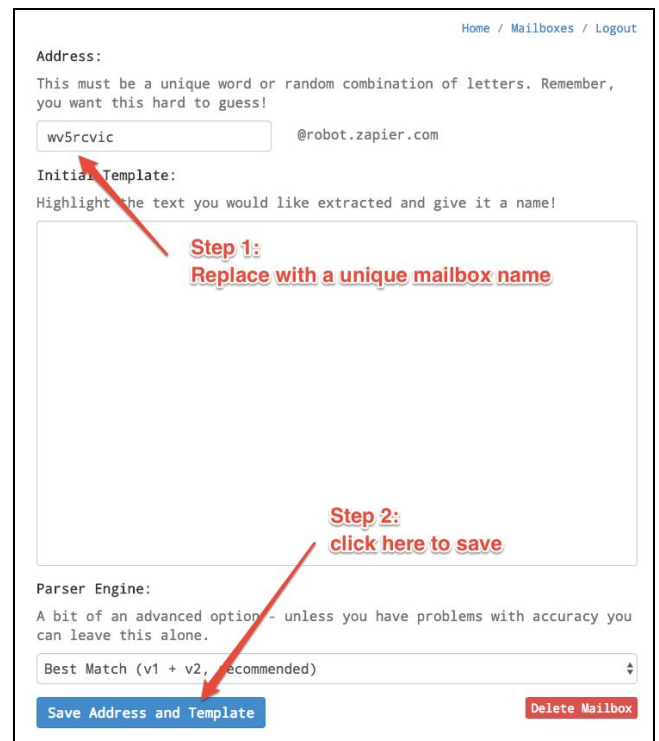
(replace 'johnsmith' with your name)



The image shows a text input field with the email address 'realtorleadsforjohnsmith@robot.zapier.com'. The domain part '@robot.zapier.com' is pre-filled and in a lighter blue font. The user input 'realtorleadsforjohnsmith' is in a standard blue font. The entire input is enclosed in a light blue border.

It must be all lowercase and no spaces!

- Click on [**Save Address and Template**]



The image is a screenshot of the Zapier parser setup page. It includes the following elements:

- Address:** A text input field containing 'wv5rcvic' followed by the pre-filled domain '@robot.zapier.com'. A red arrow points to this field with the annotation 'Step 1: Replace with a unique mailbox name'.
- Initial Template:** A section with the instruction 'Highlight the text you would like extracted and give it a name!'. Below this is a large text area. A red arrow points to the bottom right of this area with the annotation 'Step 2: click here to save'.
- Parser Engine:** A section with the text 'A bit of an advanced option - unless you have problems with accuracy you can leave this alone.' Below this is a dropdown menu set to 'Best Match (v1 + v2, recommended)'.
- Buttons:** At the bottom, there is a blue button labeled 'Save Address and Template' and a red button labeled 'Delete Mailbox'.

- Copy the new parser email address to your clipboard

[Home](#) / [Mailboxes](#) / [Logout](#)

realtorleadsforjohnsmith@robot.zapier.com mailbox saved! Now go create a zap in Zapier.

Mailboxes

Copy this address to your clipboard

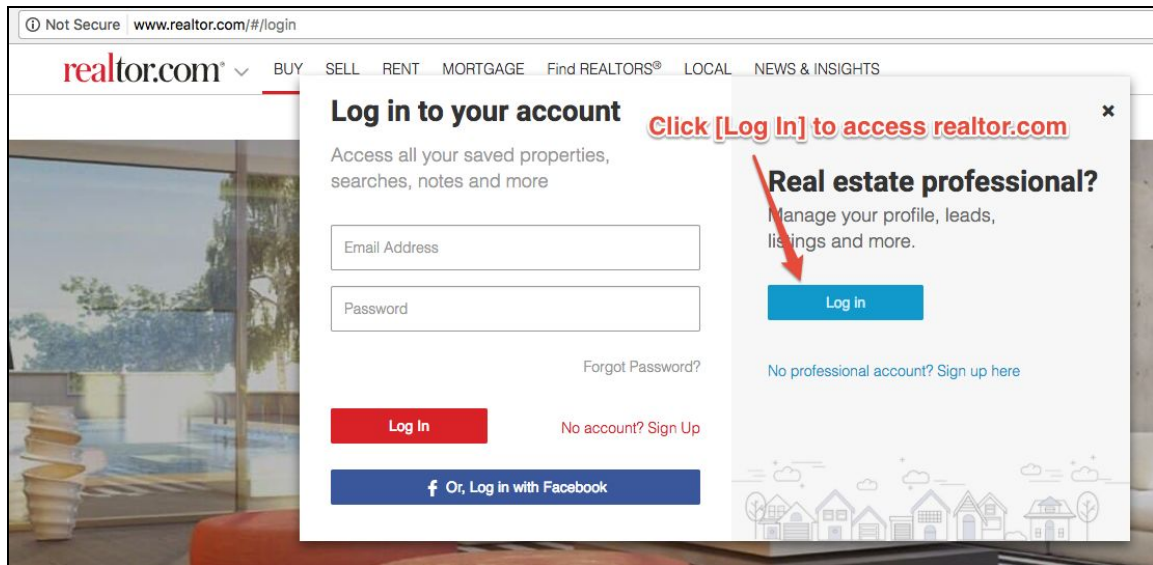
Address	Last Email	
realtorleadsforjohnsmith@robot.zapier.com	None yet!	Edit

[Create Mailbox](#) or [use this app in Zapier.](#)

Now that we have the Parser Email Address we need to add it to the Realtor.com Lead Notification settings so that when leads come in, it will send an email to this email address...

STEP 2: Setup realtor.com to send leads to the parser email address

- Login to Realtor.com as an agent



In the Upper Right corner of the realtor.com browser window click on the Account Icon to see the dropdown menu and choose **'Settings'**

- In the Dashboard/Product settings page go down to **"ConnectionsSM for Buyers"** and click on the **"Change"** link to add the parser email address.



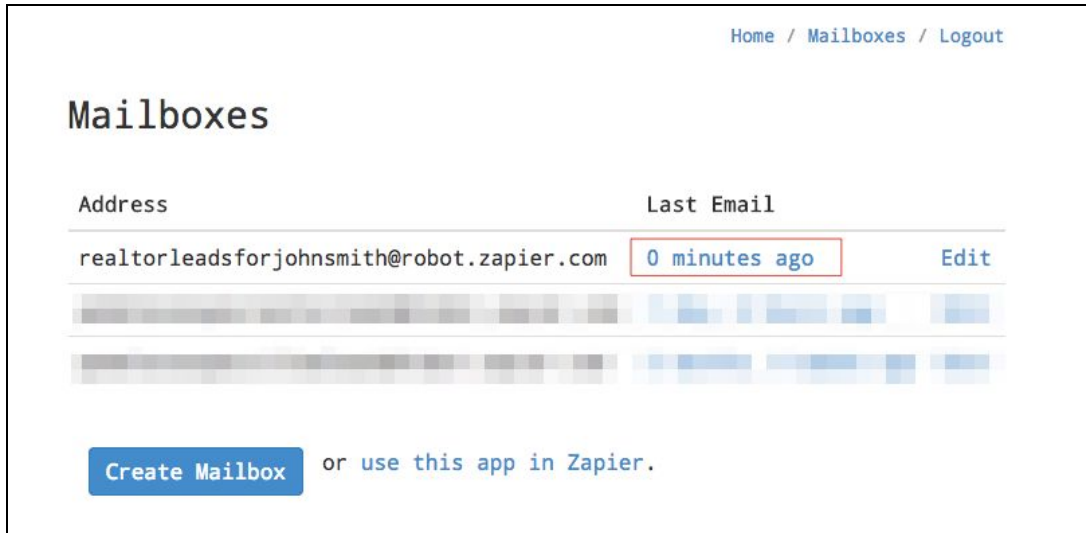
- Add a new entry and **paste the parser email address into the address field.**
- Assign it as a **"Lead Parsing"** option in the dropdown
- Set the **"Plain text emails"** option
- Click on **"Send test"** which will send a test message to the parser email address.
- Click the **SAVE** button to save all your changes

At this point you are setup for leads to go to the Parser email address - now we need to setup the parser to extract the fields....

STEP 3: Setup the parser to extract (parse) the fields from the email

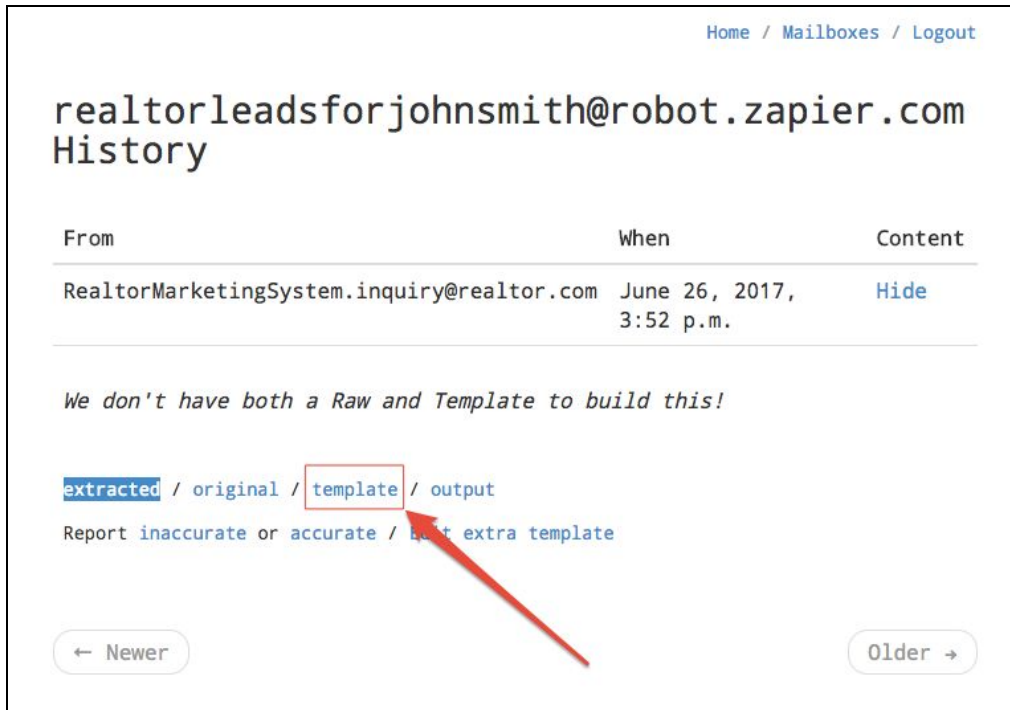
- Go back to <http://parser.zapier.com> and refresh the screen until you see “0 minutes ago” or some other number of minutes -

Click on “**x minutes go**” to view the mailbox for the email address



The screenshot shows the 'Mailboxes' page in the Zapier parser interface. At the top right, there are links for 'Home / Mailboxes / Logout'. The main heading is 'Mailboxes'. Below it is a table with two columns: 'Address' and 'Last Email'. The first row shows the address 'realtorleadsforjohnsmith@robot.zapier.com' and the last email time '0 minutes ago', which is highlighted with a red box. There is an 'Edit' link next to it. Below the table, there is a blue button labeled 'Create Mailbox' and a link that says 'or use this app in Zapier.'.

- Click on ‘**template**’ to view the current template for this address



The screenshot shows the 'History' page for the email address 'realtorleadsforjohnsmith@robot.zapier.com'. At the top right, there are links for 'Home / Mailboxes / Logout'. The main heading is 'realtorleadsforjohnsmith@robot.zapier.com History'. Below it is a table with three columns: 'From', 'When', and 'Content'. The first row shows the email address 'RealtorMarketingSystem.inquiry@realtor.com', the date and time 'June 26, 2017, 3:52 p.m.', and a 'Hide' link. Below the table, there is a message that says 'We don't have both a Raw and Template to build this!'. Below that, there is a navigation bar with links: 'extracted / original / template / output'. The 'template' link is highlighted with a red box and a red arrow points to it. Below the navigation bar, there is a message that says 'Report inaccurate or accurate / List extra template'. At the bottom, there are two buttons: '← Newer' and 'Older →'.

- This address does not currently have a template so click on '**Click here!**' to create the template

[Home](#) / [Mailboxes](#) / [Logout](#)

realtorleadsforjohnsmith@robot.zapier.com History

From	When	Content
RealtorMarketingSystem.inquiry@realtor.com	June 26, 2017, 3:52 p.m.	Hide

You need to create a template! [Click here!](#)

[extracted](#) / [original](#) / [template](#) / [output](#)
[Report inaccurate](#) or [accurate](#) / [Edit extra template](#)

[← Newer](#)
[Older →](#)

- This will display the email so you can start mapping the parser fields. You will notice that I have highlighted each of the fields in the email with a RED boxes.

[Home](#) / [Mailboxes](#) / [Logout](#)

Address:

This must be a unique word or random combination of letters. Remember, you want this hard to guess!

Initial Template:

Highlight the text you would like extracted and give it a name!

An Inquiry from REALTOR.com®

This is an automated inquiry sent by a REALTOR.com® consumer. Please do not reply to this email. Please contact Test Email directly using the information below.

First Name:

Last Name:

Email Address:

Phone Number:

I need:

Comment:

Parser Engine:

A bit of an advanced option - unless you have problems with accuracy you can leave this alone.

[Save Address and Template](#)
[Delete Mailbox](#)

- Now we can start mapping the fields... Highlight the first name in the email in this case, “Test” then give it a field name “**firstname**” by typing in the box then press [**Save**].

Home / Mailboxes / Logout

Address:

This must be a unique word or random combination of letters. Remember, you want this hard to guess!

realtorleadsforjohnsmith @robot.zapier.com

Initial Template:

Highlight the text you would like extracted and give it a name!

An Inquiry from REALTOR.com®

This is an automated inquiry sent by a REALTOR.com® consumer. Please do not reply to this email. Please contact Test Email directly using the information below.

First Name: Test

Last Name: Email

firstname .com

Save or cancel his property

Comment:

This is test lead you sent from your Connections (sm) for Buyers email setup on realtor.com(R)

Parser Engine:

A bit of an advanced option - unless you have problems with accuracy you can leave this alone.

Best Match (v1 + v2, recommended)

Save Address and Template Delete Mailbox

- Once that is complete then the first name “Test” will be replaced with the parser field **{{firstname}}** and highlighted in yellow.

First Name: **{{firstname}}**

Last Name: Email

Email Address: testlead@test.com

Phone Number: (604) 111-2222

assigns the field name and highlights in yellow

- Repeat the process for each of the fields in the email:
- {{firstname}}
- {{lastname}}
- {{emailaddress}}
- {{interestedinaddress}}
- {{comment}}

Home / Mailboxes / Logout

Address:

This must be a unique word or random combination of letters. Remember, you want this hard to guess!

realtorleadsforjohnsmith @robot.zapier.com

Initial Template:

Highlight the text you would like extracted and give it a name!

An Inquiry from REALTOR.com®

This is an automated inquiry sent by a REALTOR.com® consumer. Please do not reply to this email. Please contact Test Email directly using the information below.

First Name: {{firstname}}

Last Name: {{lastname}}

Email Address: {{emailaddress}}

Phone Number: {{phonenumber}}

I need: {{interestedinaddress}}

Comment: {{comment}}

This consumer inquired about:

Parser Engine:

A bit of an advanced option - unless you have problems with accuracy you can leave this alone.

Best Match (v1 + v2, recommended)

Save Address and Template Delete Mailbox

repeat for each field in the email so the parser knows where the field is located

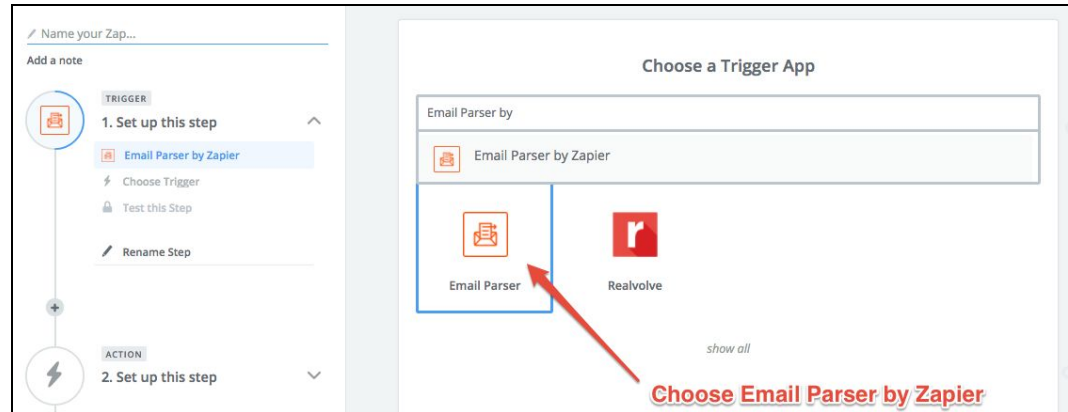
then click SAVE

- Then press the **save** button in the lower left.

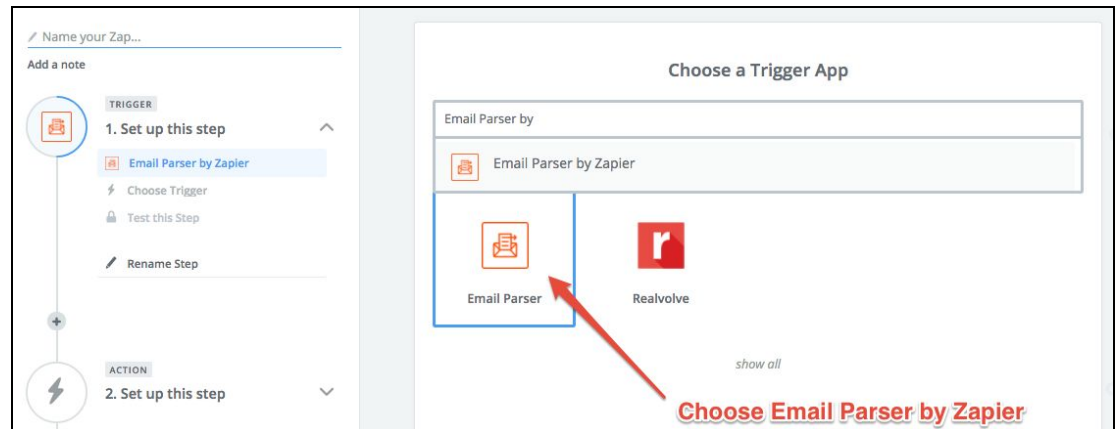
Once the mapping is complete then as new email notifications come from Realtor.com the system will parse each of the fields and pass them to Zapier. We now need to setup zapier to use those fields so it can create a new contact in Realvolve....

Step 4: Setup Zapier to create new contacts when a lead is received by the parser

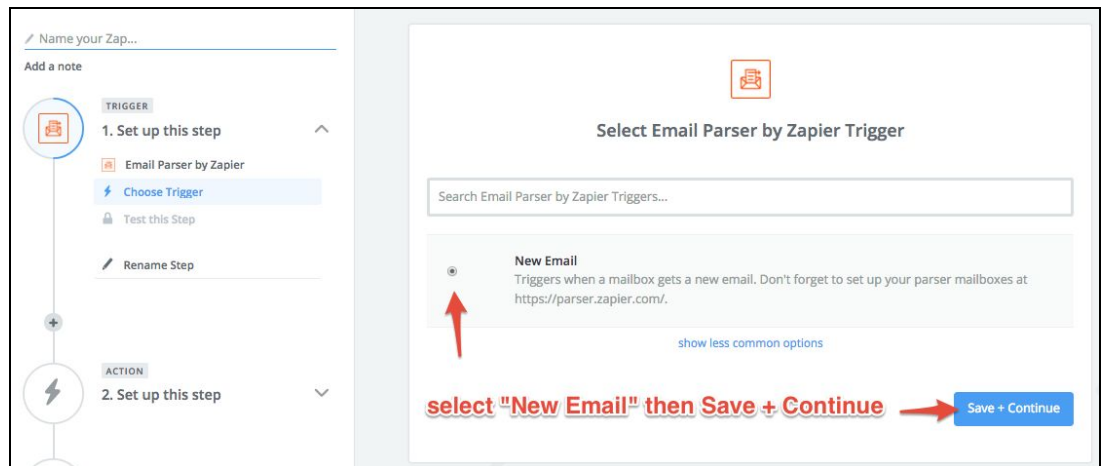
- Create the Zap to import the lead from the parser email address
 - Login to your **Zapier.com** account (create a free account if needed)
 - Click on **Make a Zap**
 - In the Choose a TRIGGER App: **Email Parser by Zapier**



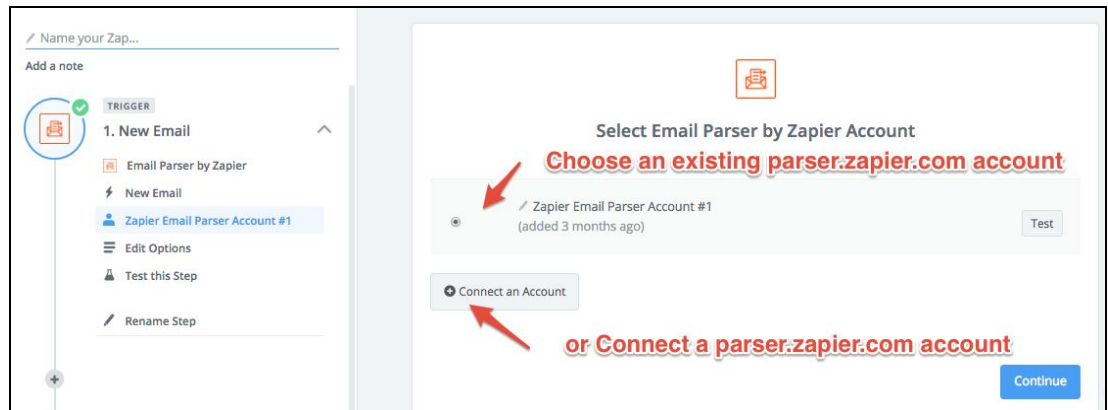
- Choose **“New Email”** > **Save + Continue**



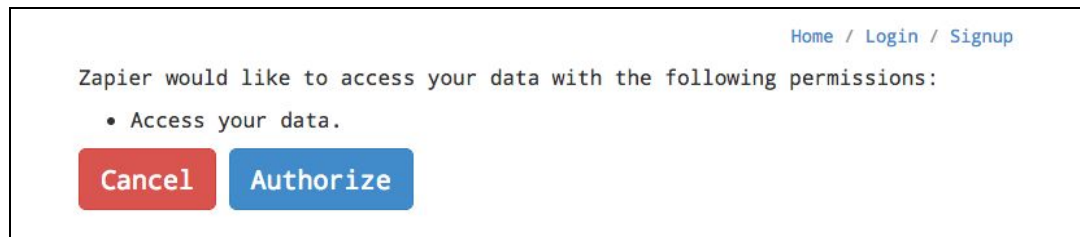
- We will TRIGGER off a “**New Email**” so select that option and press **Save + Continue**



- Connect an Account or choose your existing account if you had previously setup one, then press **Continue**



When connecting a new account you will need to click “**Authorize**”



- Choose the **parser.zapier.com** email account that we setup earlier then press **Continue**

Name your Zap...

Add a note

TRIGGER

1. New Email

Email Parser by Zapier

New Email

Zapier Email Parser Account #1

Edit Options

Test this Step

Rename Step

ACTION

2. Set up this step

Set up Email Parser by Zapier

Mailbox (required)

Only trigger on emails sent to this specific mailbox. Don't forget to set up your parser mailboxes at <https://parser.zapier.com/>.

realtorleadsforjohnsmith@robot.zapier.com

Continue

Choose your parser.zapier.com email account

click Continue

- Click on **Fetch & Continue** to fetch the fields from the parser account in order to map them to realvolve.

Name your Zap...

Add a note

TRIGGER

1. New Email

Email Parser by Zapier

New Email

Zapier Email Parser Account #1

Edit Options

Test this Step

Rename Step

ACTION

2. Set up this step

Test Email Parser by Zapier

Test your Email Parser by Zapier trigger by fetching an *existing* email.

THINGS TO DOUBLE-CHECK:

- Make sure you have at least one recent email created.
- Make sure it matches the trigger options you picked below:

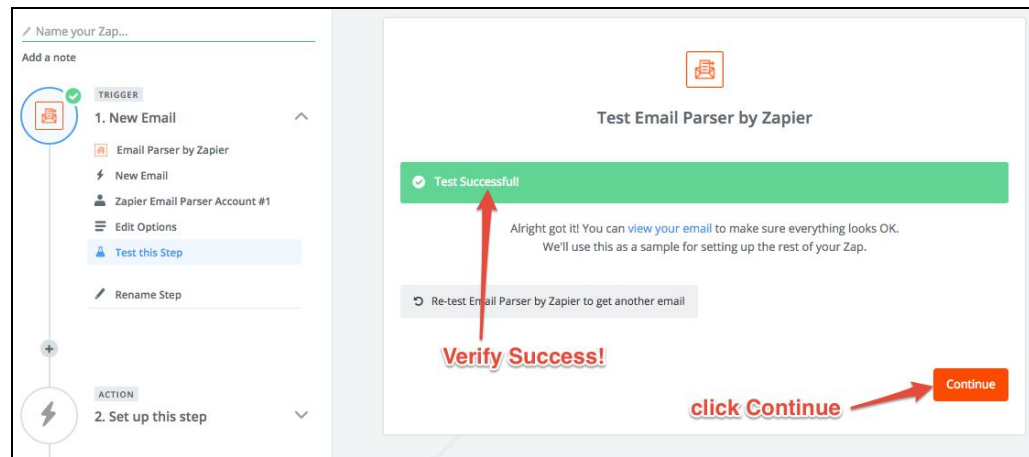
Mailbox

realtorleadsforjohnsmith@robot.zapier.com

click Fetch & Continue to test the mailbox

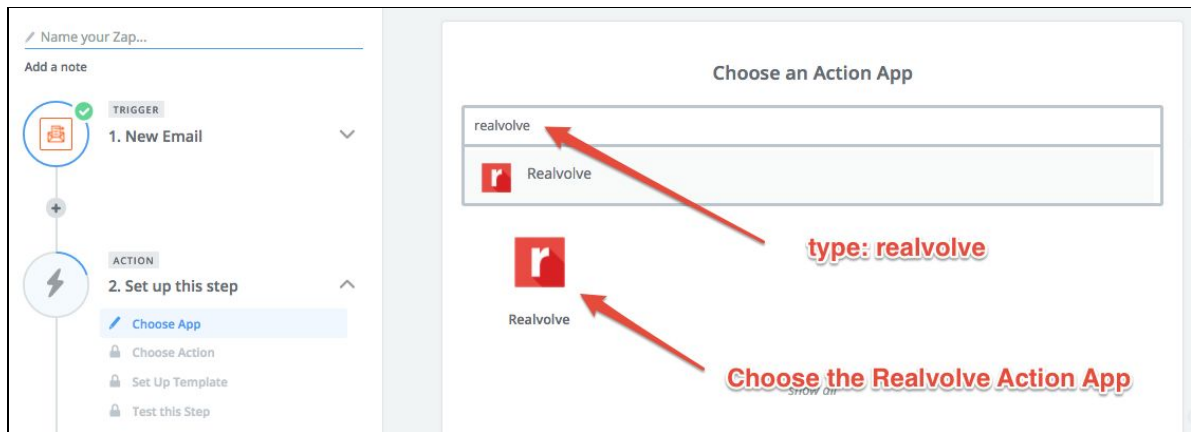
Fetch & Continue

- Verify that the test was **Successful** then click **Continue**

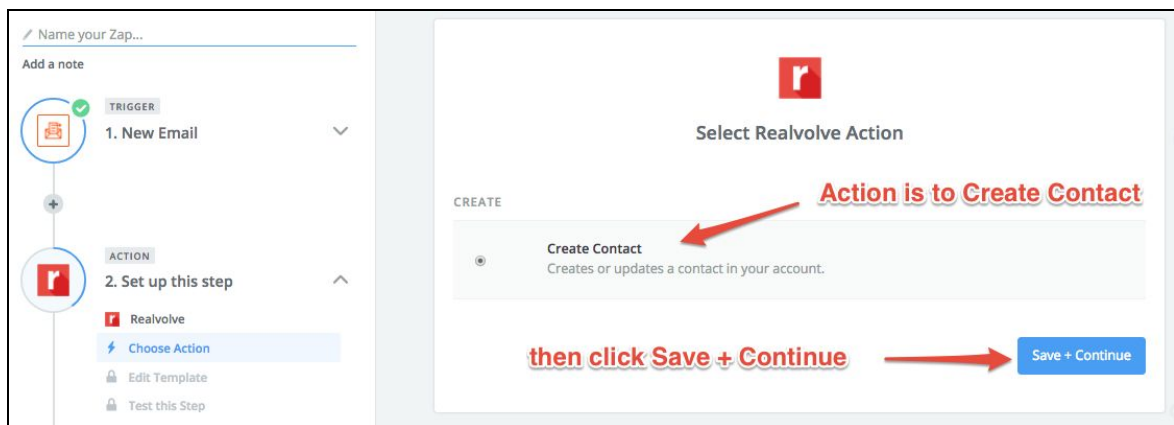


Now we will setup the **Zapier ACTION**. The Action is what happens when the TRIGGER happens, in this case we want to add a new contact to realvolve so follow the steps below:

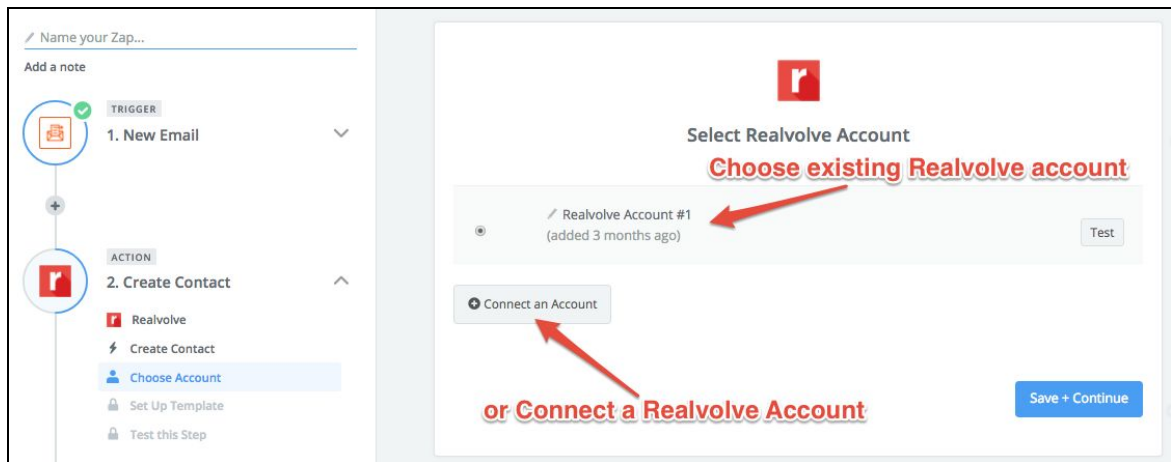
- Type '**realvolve**' in the action search field to pick the Realvolve Action App



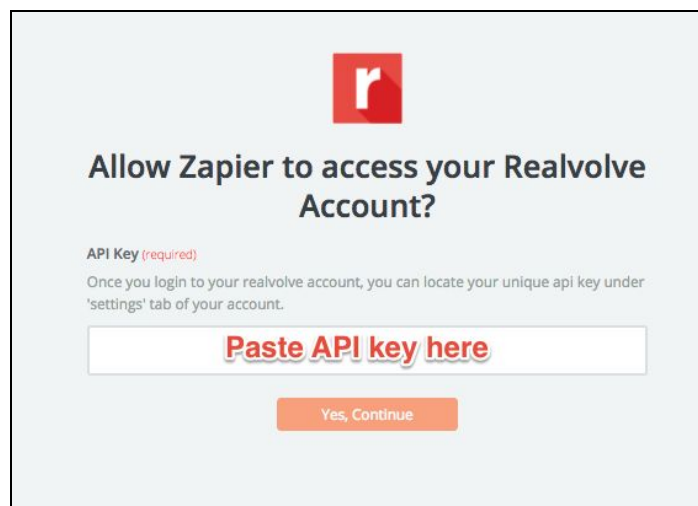
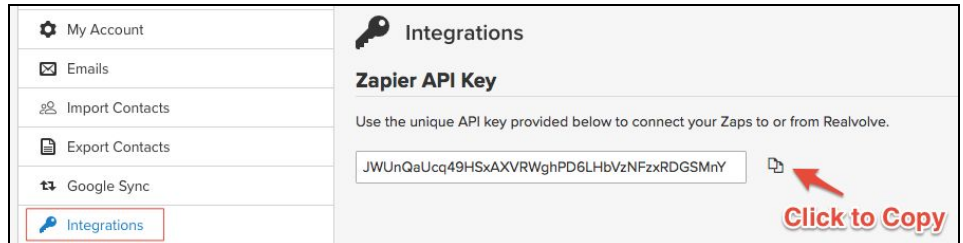
- Select the '**Create Contact**' action then click **Save + Continue**



- Choose a previously setup link to the Realvolve Account or Connect a new Account then press **Save + Continue**.



NOTE: When connecting a Realvolve Account for the first time you will need to copy the Zapier API Key which is located in the Realvolve Application under SETTINGS > INTEGRATIONS - Simply copy the Zapier API Key and paste it into the popup screen then press [Yes, Continue]



- Now we are ready to “map” the parser fields to the realvolve fields. Click on the menu button to the right of the “**Full Name**” field and select the “**Parse Output Firstname**”

Click the menu button to see the list of parser fields

Select "Parse Output Firstname"

Full Name (optional)

Search...

1 New Email

Parse Output Firstname Test

Parse Output Lastname Email

Date 2017-06-26T15:52:55

Email Body Plain This is an automated inquiry sent by a REALTOR.com® consumer. Please do not reply to t...

Email Sender Name Showcase

Email Subject An Inquiry from REALTOR.com®

Parse Output Emailaddress testlead@test.com

Email Sender Email RealtorMarketingSystem.inquiry@realtor.com

Parse Output Phonenumber (604) 111-2222

Parse Payload An Inquiry from REALTOR.com® This is an automated inquiry sent by a REALTOR.com® con...

Mailbox Date 2017-06-26T15:09:20

ID 43529349

Email Recipient realtorleadsforjohnsmith@robot.zapier.com

Press the [SPACEBAR] after adding the **Parse Output Firstname** field to add a space after the field name.

Press [SPACEBAR] to place a space after the first name then repeat for the last name field

Full Name (optional)

Step 1 Parse Output Firstname

Title (optional)

Company (optional)

Home Address (optional)

Home Phone (optional)

Home Mobile Number (optional)

Home Email (optional)

Then click on the menu button again in the full name field to add the **Parse Output Lastname** field.

The screenshot shows the Zapier interface for setting up a Realvolve contact. On the left, the workflow is visible with a trigger '1. New Email' and an action '2. Create Contact'. The main panel shows the 'Set up Realvolve Contact' form. The 'Full Name (optional)' field is selected, and a dropdown menu is open showing 'Step 1 Parse Output Firstname' and 'Step 1 Parse Output Lastname'. A red box highlights the 'Parse Output Lastname' field, and a red arrow points to it with the text 'Select "Parse Output Lastname"'. Other fields in the form include 'Title (optional)', 'Company (optional)', 'Home Address (optional)', 'Home Phone (optional)', 'Home Mobile Number (optional)', and 'Home Email (optional)'. The bottom of the interface shows a 'Get Help' button and response time information.

When completed the “**Full Name**” field will contain 2 parser fields with a space between them

The screenshot shows the Zapier interface for setting up a Realvolve contact. On the left, the workflow is visible with a trigger '1. New Email' and an action '2. Create Contact'. The main panel shows the 'Set up Realvolve Contact' form. The 'Full Name (optional)' field is selected, and a dropdown menu is open showing 'Step 1 Parse Output Firstname' and 'Step 1 Parse Output Lastname'. A red box highlights the 'Parse Output Lastname' field, and a red arrow points to it with the text 'Full name is First Name field {space} Last Name field'. Other fields in the form include 'Title (optional)', 'Company (optional)', 'Home Address (optional)', 'Home Phone (optional)', 'Home Mobile Number (optional)', and 'Home Email (optional)'. The bottom of the interface shows a 'Get Help' button and response time information.

- Repeat the process of selecting the field menu button and choosing the correct parser field for each field that we mapped from the Realtor.com lead email.

Parse Output PhoneNumber should go into the “**Home Mobile Number**” - this will allow duplicate checking and updating if needed.

Parse Output Emailaddress should go into the “**Home Email**” - this will allow duplicate checking and updating if needed.

The screenshot shows two mapping configuration boxes. The first box is titled 'Home Mobile Number (optional)' and contains a single mapping entry: 'Step 1 Parse Output Phonenumber'. The second box is titled 'Home Email (optional)' and contains a single mapping entry: 'Step 1 Parse Output Emailaddress'. Each box has a menu icon in the top right corner.

Parse Output Comment should go into the “**Notes**” field

The screenshot shows a mapping configuration box titled 'Notes (optional)' with the subtitle 'Specify any extra details you'd like to associate with this contact.' It contains a single mapping entry: 'Step 1 Parse Output Comment'. A menu icon is visible in the top right corner.

Parse Output Interestedinaddress should go into the “**Interested in Property Address**” field

The screenshot shows a mapping configuration box titled 'Interested in Property Address (optional)'. It contains a single mapping entry: 'Step 1 Parse Output Interestedinaddress'. A menu icon is visible in the top right corner.

NOTE: Assign all other realvolve fields like **Tags**, **Contact Source**, **Contact Workflow**, **Record Owner**, **Stage**, **Status** and **Contact Type** as needed.

Click the **CONTINUE** button once all fields have been mapped.

- Click on **“Create & Continue”** to test the zap process and verify that it is successful.

The screenshot shows the Zapier interface for creating a new Zap. On the left, there are two steps: '1. New Email' (Trigger) and '2. Create Contact' (Action). The 'Create Contact' step is selected, and its options are visible on the right. A red arrow points to the 'Create & Continue' button at the bottom right, with the text 'Test the Zap' written above it.

Trigger: 1. New Email

- Email Parser by Zapier
- New Email
- Zapier Email Parser Account #1
- Edit Options
- Test this Step
- Rename Step

Action: 2. Create Contact

- Realvolve
- Create Contact
- Realvolve Account #1
- Edit Template
- Test this Step
- Rename Step
- Delete

Fields to be created:

- Full Name
- Test Email
- Home Mobile Number (604) 111-2222
- Home Email testlead@test.com
- Tags zapier, lead-generation
- Notes This is test lead you sent from your Connections (sm) for Buyers email setup on realtor.com(R)
- Interested in Property Address Tell me more about this property
- Record Type Person
- Active ☒
- Contact Type Client
- Optional fields without a value
- Title
- Company
- Home Address
- Home Phone
- Work Address
- Work Phone
- Work Mobile Number
- Work Email

Buttons: Skip Test & Continue, **Create & Continue**

The screenshot shows the 'Test Realvolve' confirmation screen. It features a green banner with a checkmark and the text 'Test Successful!'. Below this, there is a message: 'Alright got it! You can view your contact to make sure everything looks OK. We'll use this as a sample for setting up the rest of your Zap.' At the bottom, there is a button labeled 'Re-test Realvolve to get another contact'. A red arrow points to the 'Finish' button, with the text 'Click Finish' written above it.

Test Realvolve

Test Successful!

Alright got it! You can [view your contact](#) to make sure everything looks OK.
We'll use this as a sample for setting up the rest of your Zap.

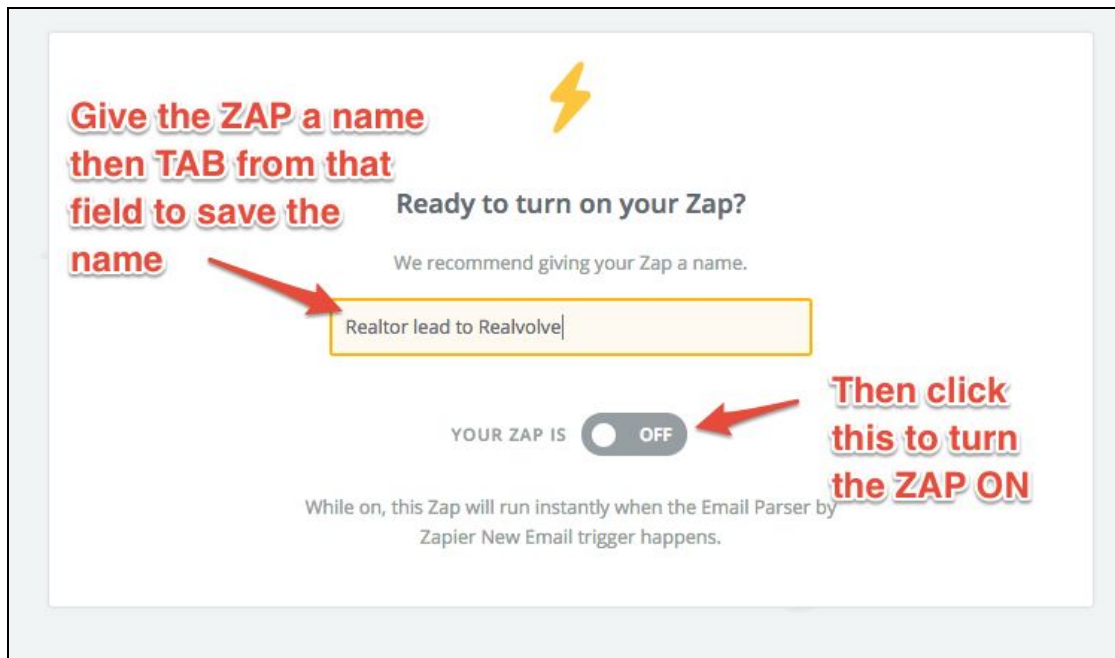
[Re-test Realvolve to get another contact](#)

Click Finish

[Add a step](#) or **Finish**

Press **FINISH** after a Successful test.

- Name the Zap (be sure to TAB out of the name field otherwise it does not save properly) and turn it **ON** so that everything works automatically



YOU HAVE DONE IT!

At this point as new leads come into Realtor.com, they will send an email notification to the parser email address. When parser.zapier.com receives the email it will look for the mapped fields and extract them as needed then start the Zapier.com zap to create the contact and add all the parsed fields to the contact record.

If you need assistance, please contact support@realvolve.com or visit our **Live Chat Support**