

# HYPHEN CRM – WEBSITE API

Hyphen CRM allows a builder to connect their website to bring in Lead information. This allows customers to fill out a contact form on the website, and that customer is automatically created in the CRM.

Detailed developer documentation can be found here:

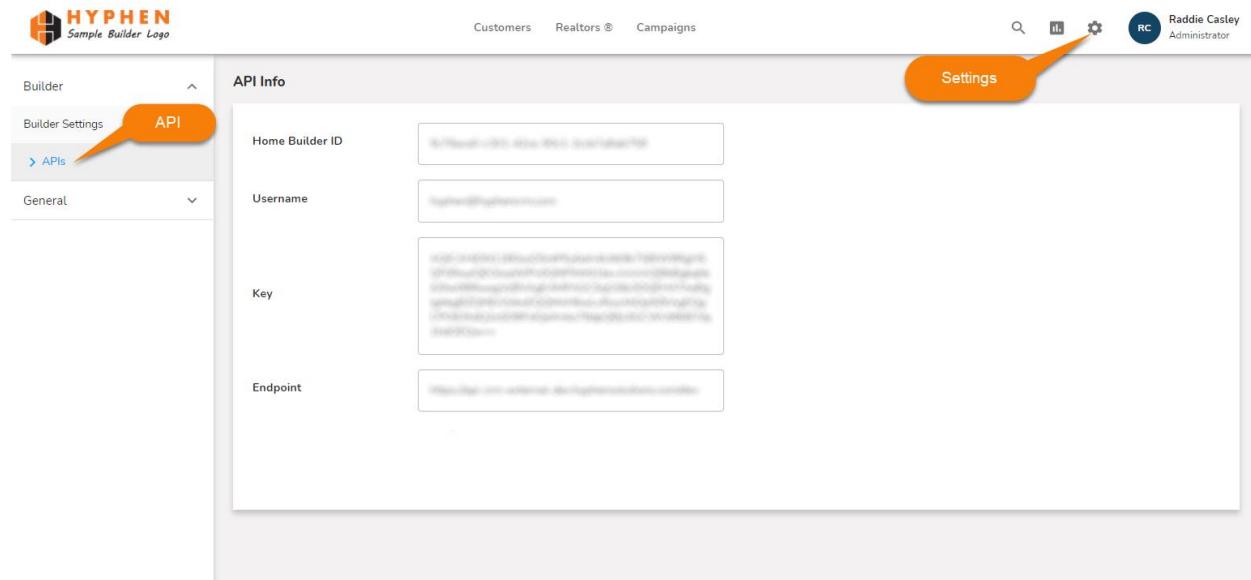
<https://documenter.getpostman.com/view/4704246/TVYQ3Ew9>

The main API endpoint allows for the creation of the Customer. There are 7 other API endpoints the website can call to help define the customer's supplemental information. This means that the website can dynamically retrieve a list of options that matches the CRM's data for Communities, Source, Grade, Influence, Contact Method, and Desired Features. In addition to any Custom Demographics (questions and answers) that have been defined.

In addition to the above items (all of which can be set within the CRM application itself) the API supports a "Reference" field which can only be set when using the API. Websites can use this field to set Ad Campaign details or any other information your website tracks about the Lead. This "Reference" field will appear between the Source and Influence fields.

## API CREDENTIALS

Your developer will need to know what your credentials are, as well as what endpoint to use. These can be found in the Settings area, on the APIs screen. Send these 4 values (Home Builder ID, Username, Key, and Endpoint) to your developer and you should be all set.



The screenshot shows the Hyphen CRM interface. At the top, there is a navigation bar with links for 'Customers', 'Realtors ®', and 'Campaigns'. On the right side, there is a user profile for 'Raddie Casley' with the role 'Administrator'. Below the navigation bar, there is a search bar and some icons. The main content area has a title 'API Info'. On the left, there is a sidebar with sections: 'Builder', 'Builder Settings', 'APIs' (which is highlighted with an orange arrow), and 'General'. The 'APIs' section has a sub-section titled 'API'. The main content area contains four input fields: 'Home Builder ID' (with value '10100000-0001-0000-0000-000000000000'), 'Username' (with value 'raddie@hyphen.com'), 'Key' (with a large redacted value), and 'Endpoint' (with value 'https://api.hyphen.com/api/v1/leads')). At the bottom right of the main content area, there is a 'Settings' button, which is also highlighted with an orange arrow.