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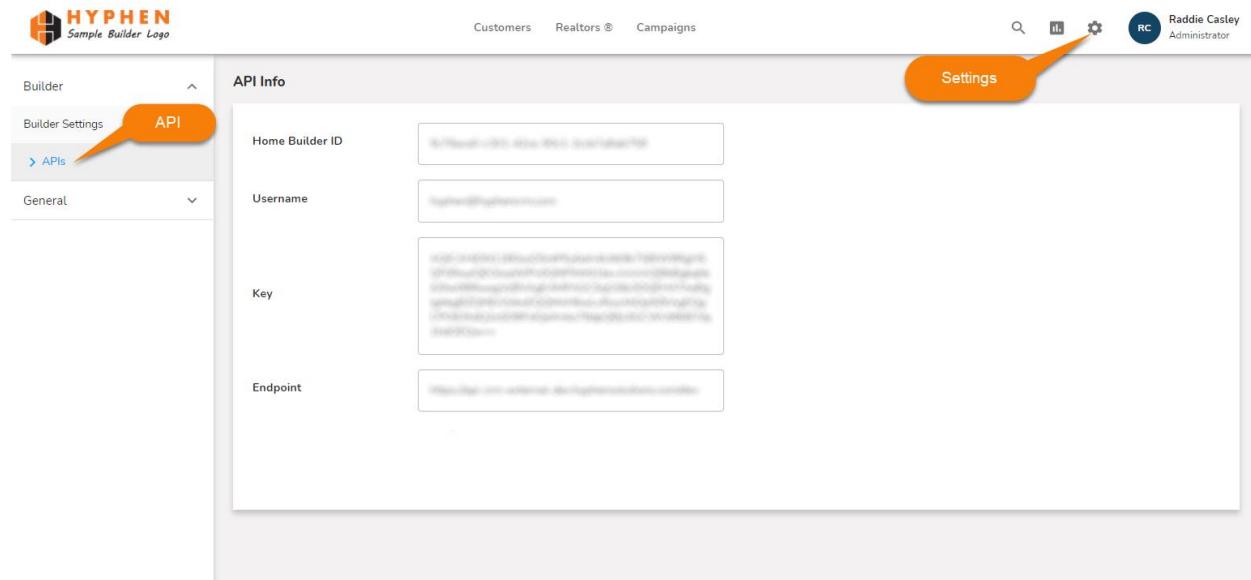https://documenter.getpostman.com/view/4704246/TVYQ3Ew9

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.