

Aptitude 8 Streamlines Real Estate Company's Marketing with MLS Integration

The Client

iTrip is a vacation rental management group in Park City, Utah. They help customers who own vacation rentals in the city market the vacation property through multiple channels, including digital and traditional channels. The client also helps its customers manage reservations, bookings, key access, and other logistics needs, such as cleaning and supplies.

The Problem

One of the company's primary means of attracting new clients is appraising local properties. This enables them to set prices based on local comparable properties and their customers' house metrics. Ideally, the company should be able to conduct an assessment and inform customers how much they can make by selling their properties.

When a new property goes on the market, the real estate company emails the property's listing agent and asks if they are marketing it as a potential vacation rental. They then present the listing agent with data to help them sell the house. The agent can pass on this data to the potential buyer.

The company needed a way to integrate multiple listing service (MLS) data with their HubSpot Marketing Hub Enterprise. The goal of the integration was to power a data model that would track property owners, selling agents, buying agents, and the properties they're associated with using flexible associations.

The client needed the data model to allow automated outreach to agents and owners when they listed properties. The client wanted to be able to send personalized automated messages and recommendations as well.

The Solution

The Aptitude 8 team began by finding a way to import MLS information into HubSpot. To do this, they manually imported this information from a CSV.

The integration was built by Aptitude 8 using Operations Hub and an imported custom object called “Import Object.” The team used the Flexible Associations, Companies, Contacts, and CRM Object APIs to power the integration.

The project was a subset of a larger, overall marketing automation implementation. The integration piece alone took 60 hours over four weeks. In weeks one and two, the Aptitude 8 team designed the data model and built a proof of concept of the model in the Hub. Weeks three and four were spent coding the action and engaging in final testing and user acceptance testing.

A8 built custom-coded actions to do what the client needed. This coded workflow action looks at each row from an imported CSV. Once the new import object comes in, the coded action runs it through a specific workflow, looking at specified fields—such as deal, listing, property, and contacts—that all need to be associated with each other.

This ensures the separate objects are created, but also associated correctly in HubSpot.

The Outcome

Now, when an import object is created, it runs directly through a workflow with a coded action. This allows the client to import an object only once, and then have it automatically generate the data model. This framework can be used to enable complex CSV-driven import integration processes for any system using HubSpot Operations Hub.

Although the system does require a CSV import, it has made the real estate company’s marketing processes much easier and much more streamlined. Aptitude 8 also helped the client overcome their lack of access to APIs and the core system.

Why Aptitude 8?

This real estate client chose Aptitude 8 because we specialize in building custom HubSpot integrations and automations that make real estate marketing more accurate, efficient, and user-friendly. Our team can solve highly specific problems using HubSpot’s custom objects and its sophisticated data modeling features.

With just a few inputs from the client, Aptitude 8 built an integration that significantly improved their marketing operations. Whether you need a complete system overhaul or a small, custom-built integration, we can find a way to make HubSpot work for you.