

RealtyBaron's Auction API

What is it?

RealtyBaron's Auction API is a free web service that enables partner websites to quickly offer *'find an agent'* services to both consumers and professionals with minimal integration and zero administration. RealtyBaron operates the marketplace in the background while partner websites create a branded "store front" and **keep visitors on their website**. The partner website's "store front" can be launched with as little as five (5) new web pages.

What are its features?

1. **Lead Anonymity** - The lead details---either a direct consumer or a referred client---remain obscured until an acceptable bid is received.
2. **Agent Qualifying** - Bids are submitted by local real estate agents who are members of RealtyBaron.com. Before an agent can bid, however, RealtyBaron qualifies the agent using a patent-pending algorithm named [AgentRank\(TM\)](#) .
3. **Proxy Bidding** - Agents can enable proxy bidding. As a result, their bid is automatically updated in response to competitive bids.
4. **Directional Bidding** - Bidding can move in either reverse direction---for example, a sales commission paid by a consumer---or a forward direction---for example, a referral fee between two professionals.
5. **Multi-Bid Evaluation** - Auctions can accept more than one bid and allow the lead/referral source to choose the winning bid.
6. **Multi-Format Bidding** - Bids can be in the form of either a percentage---for example, a sales commission---or a currency---for example, a flat fee.
7. **Tailored Messaging** - Validation messaging returned in API responses can be tailored to ensure consistency with the partner's web form elements.
8. **Branded Communication** - Any communication with a partner website's visitor is triggered and dispatched by RealtyBaron, but branded as the partner website.

What are its benefits?

1. A simple yet powerful web service to quickly add an agent procurement feature without incurring the time and cost to develop an in-house product.
2. A new source of revenue from one or more sources:
 - Pay-per-service fee
 1. Paid by agent after being introduced to a consumer
 2. Paid by consumer after being introduced to an agent
 3. A combination of 1 and 2 above
 - Pay-per-closing fee paid by agent after completing a sales transaction with a consumer (applicable to licensed partner websites only).
 - Advertising on implementation pages, i.e. auction view, agent inquiry, and agent bid.

How does it work?

1. The partner website makes a form available to visitors to submit a request for proposals.
2. The partner website posts the request as either a [direct seller](#), [direct buyer](#), [referred buyer](#), or [referred seller](#) by invoking RealtyBaron's API.

3. Local real estate agents are notified by RealtyBaron of new lead or referral opportunity and invited to bid.
4. Any email correspondence between the partner website and its visitor is dispatched by RealtyBaron, but appears to have originated from the partner website. It contains a link to the partner website if action is required.
5. The partner website makes pages available to its visitor to read agent inquiries and review bids. Partner websites can access agent inquiries and bid information through the API.
6. Most important: Visitors **remain on the partner website at all times.**

When will the service be available?

The API was released as a 'beta' on Friday, July 31st 2009. Documentation can be found at <http://api.realtybaron.com/auction>.

Where can I see it in action?

A very simple demo implementation can be found at <http://realtybaron-auction-api.appspot.com>.

Still not convinced?

Please call me directly at 817-876-2194 if you're still not convinced you should participate. There's no obligation when you call.