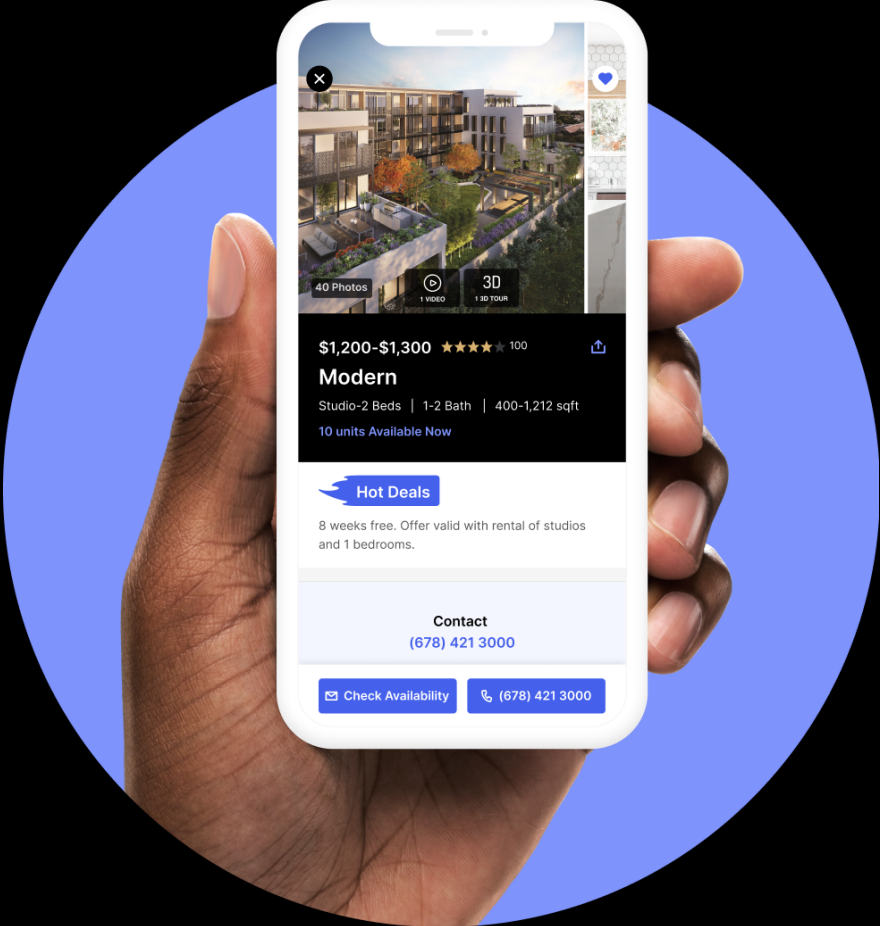


Rent.™



RentMarketplace.™

Email Lead Standard Guide

Last Updated May 2023

Email Lead Standard

Effective the week of July 11, 2023

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Who is the best audience for Email Lead Standard?

Technical clients, agencies, and partners that parse our lead emails

What is the purpose of the Email Lead Standard?

While Rent. is an API-first company, you can choose to receive form leads over email. We've made an easy standard for you to parse these emails so you can reliably use the structured data in your own apps and systems. This will help you to create a consistent parser that does not break.

Please note that email lead delivery is separate from API Lead Delivery, which is more structured and recommended by Rent. Feel free to inquire with your sales representative or Rent. contact about API lead delivery as an option.

In what format do emails arrive?

Rent.'s lead email is a **multi-part** email that is intended for both parsers and people. It contains both HTML and plain text. The plain text portion of the multi-part email is best to use for a reliable parser. Do not parse the HTML version of the email as it will likely change without advance notice.

Format	Who its for
HTML and Plain Text (multi-part email)	Contains both HTML and a Plain Text multi-part email. Parsers will want to only use the plain text part and ignore the HTML.
Plain Text	If your parser is unable to ignore the HTML version, please send an email to [customersuccess@rent.com] and ask for a plain text only version.

How should parsers handle attribution?

There are two ways to attribute the lead to the Rent. product:

1. From email address (recommended)
2. Parse the "Source" in the plain text version of the email.

Rent. recommends using the From Email address for attribution. Lead emails will always come from the domain '@leads.rent.com' and the product is the first part of the email.

Rent. Product	From Email
RentMarketplace.	rentmarketplace@leads.rent.com
RentSocial.	rentsocial@leads.rent.com
RentMarketplace. Property Sites	rentpropertiesites@leads.rent.com

We **do not** recommend using the following for attribution as they are subject to change:

- From Name
- Subject line

What fields are currently available?

All fields are single-line and are in the format of 'Field: Value'.

Field	Description	Examples
Message	Message from the prospect containing their question, intent, and anything they're looking for. Multi-line messages are separate with a pipe character " "	"Hello, I'd love to take a tour this weekend. When's a good time to tour?"
First Name	Prospect's first name	John
Last Name	Prospect's last name	Smith
Phone	10 digit phone number in the format of ###-###-####	555-555-5555
Email	The email address provided by the prospect.	johndoe@gmail.com
Lead Type	Type of lead to indicate the prospect's level of intent.	<ul style="list-style-type: none"> • Form <ul style="list-style-type: none"> ○ Prospect filled out a form asking a question on Rent. • Tour <ul style="list-style-type: none"> ○ Prospect is interested

		in taking a tour
Interests	Interest(s) the prospect selected. Comma separated list.	<ul style="list-style-type: none"> • Tour • Application • Not Specified
Tour Type	Status of the tour date and time. On-site teams should reply to requests to confirm or change the date.	<ul style="list-style-type: none"> • Requested • NA
Tour Time	HH:MMa or one of: Morning, Afternoon, Anytime	<ul style="list-style-type: none"> • 11:00am (Time zone is that of the property) • 1:15pm • Morning • Afternoon • Anytime
Date Submitted	YYYY-MM-DD HH:MM:SS	Timestamps that the lead was created.
Move In Date	YYYY-MM-DD	The date the prospect would like to move in.
Source	Rent. product name where the lead originated - dynamic	<ul style="list-style-type: none"> • RentMarketplace. • RentSocial. • RentMarketplace. Property Sites <p>Note: Previously leads were separate into Apartment Guide and Rent.com, now both will be named RentMarketplace.</p>
Property Name	Name of the property/listing	The Amazing Apartments
Property Address	Street name and address	123 Main St
Property City	Location of the property	Atlanta
Property State	State abbreviation	GA
Property Zip	Five digit zip code	12345

What fields will be available in the future?

The following fields are planned to populate in the future.

Search Filters	List of the filters the prospect used prior to sending this lead.	Price, number of bedrooms, number of bathrooms, min sq.ft., pet policy, property types, amenities. "NA" if not specified.
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Could you please share an example of a sample email?

Below is an example email of the *plain text* portion of the multi-part email. Plain text is highly recommended for parsers.

Message: I would like to move in Tuesday
First Name: John
Last Name: Smith
Phone: 623-878-6541
Email: john@smith.com
Lead Type: Form
Search Filters: Number of Bedrooms,Number of Bathrooms
Interests: Application,Tour
Tour Type: Requested
Tour Time: Afternoon

Date Submitted: YYYY-MM-DD HH:MM:SS
Move In Date: YYYY-MM-DD
Source: RentMarketplace. Property Sites

Property Name: The Melton
Property Address: 123 Main Street
Property City: Atlanta
Property State: GA
Property Zip: 12345

*You may not send SMS/text messages unless you have prior express written consent. Compliance with this requirement is solely your responsibility.

To ensure that you receive our emails, please add
rentpropertysites@leads.rent.com to your address book.

If you are no longer involved in the receipt of these notifications or have received
this email in error, please click here to send an email to
customersuccess@rent.com and we will remove you from these emails.

Rent. Customer Support
customersuccess@rent.com

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Privacy Policy: <https://solutions.rent.com/privacy-policy/>

Who should I contact for additional help?

If you need to parse Rent.'s emails, we're here to help! Submit a case by clicking "Get Help" at the top right of RentHQ. Then, select "Connect With Support" at the bottom of the page. For those outside of RentHQ, please send us an email via [customersuccess@rent.com].