

# Lead Email Metadata for Lender Finder Leads

General FYI <https://www.leadmetadata.org/>

## Does my CRM integrate with BiggerPockets lead emails?

- Check with your CRM to validate that they parse the lead emails with metadata. If your CRM does not automatically scrape MetaData you can use a third party tool like Zapier.

## How does it work?

- Once a lead is submitted through Lender Finder we send an email to the email address you provided in your business account. That email has information that lives in the email.

## What information is sent?

- We will include the metadata fields that correspond with the information we already include in a human-readable format. These are:
  - `lead_name`
  - `lead_email`
  - `lead_phone`
  - `lead_message`
  - `lead_strategy`
  - `lead_property_state` pulling from Market
  - `lead_property_address`
  - `lead_purchase_price`
  - `lead_down_payment`
  - `lead_time_frame`
  - `lead_special_circumstances`
  - `lead_credit_score`
- We will also include other fields required to conform with the specification, such as the following:
  - `lead_information_version`
  - `lead_source`

## Test Lead

**Note in the Company page we can send a test lead that includes:**

- `lead_name`
- `lead_email`
- `lead_phone`
- `lead_strategy`
- `lead_property_state` pulling from Market
- `lead_purchase_price`
- `lead_down_payment`
- `lead_message`

Only fields not in that form that are on lender finder are

- `Lead_property_address`
- `lead_time_frame`
- `lead_special_circumstances`
- `Lead_credit_score`

## Lender

### New Lead From BiggerPockets

Ryan Group,

Here are the details for your new lead:

**Name:** Hamburger Hamburger

**Link to investor profile:** N/A

**Email:** [hamburger@helper.com](mailto:hamburger@helper.com)

**Phone:** (231) 231-2311

**Preferred method of contact:** N/A

**Timeline:** N/A

**Number Of Investments:** None

**Market:** Denver, CO

**Strategy:** Short-term Rental

**Credit Score:** N/A

**Down Payment:** \$9,990,000

**Property Address:** 123 Main Street

**Maximum Target Price:** \$9,000,000

**Minimum Target Price:** \$75,000

**Unique Situations:** I want to be funded based on the property income (DSCR loan), Non-US resident investing in the United States

**Specific Property In Mind:** Yes

**Amount Needed:** N/A

**Target Price:** N/A

**Looking To Get Pre Approved:** N/A

**Market Zip Code:** 80222

**Source:** Business Finder: Lender

**Comments:** This is a longer message the I have begun to write

If they can't use Metadata and want to use Zapier to integrate Zapier recommends them using their Email Parser

Template from Zapier:

<https://zapier.com/shared/biggerpockets-lead-parsing/81f87e3a08fd72d785f74172e1a2116f14781264>

Video from Zapier: <https://www.loom.com/share/551c3e2d96884ab6bb78e6b9e087e838>

It is important to note that not all of these fields will come through on all leads for example if an investor has a property in mind they will get the information regarding "Property Address" but if they do not, then the information will contain "Timeline"

**Name:**

**Email:**

**Phone:**

**Location:**

**Number Of Investments:**

**Market:**

**Strategy:**

**Market City:**

**Credit Score:**

**Down Payment:**

**Timeline:**

**Property Address:**

**Unique Situations:**

**Maximum Target Price:**

**Minimum Target Price:**

**Specific Property In Mind:**

**Source:**

**Comments:**