

Set it once, let it run:

The CallRail integrations playbook for real estate

According to CallRail data, real estate teams miss nearly 45% of inbound calls — the highest rate of any industry. When you're showing properties, meeting clients, or managing tenants, it's easy for leads to slip through the cracks. But when you're paying for those calls through Google Ads, listing sites, and social campaigns, every missed conversation is money, and potentially a deal, going to another agent or property.

CallRail helps solve that problem by sitting at the center of your [real estate marketing stack](#), connecting the tools your team already uses so data moves between them automatically. Set it, forget it, and trust it — each integration runs in the background with no maintenance, no manual syncing, and no chasing data across platforms.

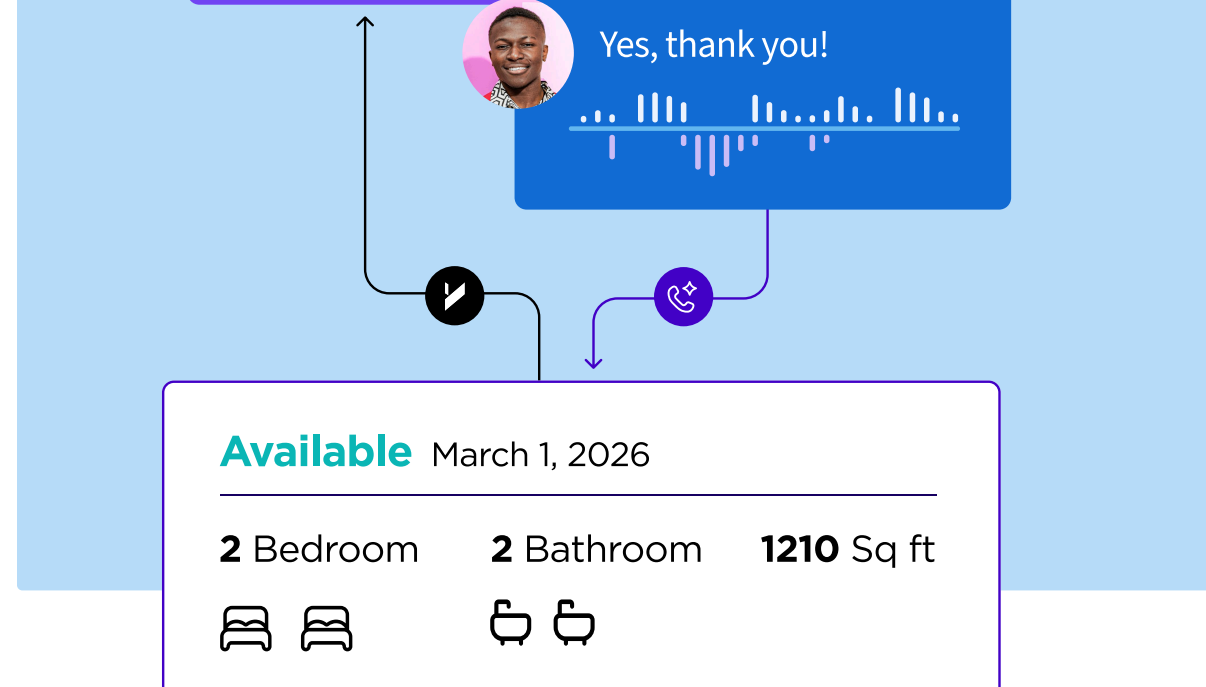
With 15 years of reliability behind every connection, your stack handles the heavy lifting while you focus on showing properties, signing leases, and closing deals.

Here's what each integration does:

PLAY 1



Push every lead into the system your leasing team already lives in



Leasing teams work in Yardi. When a renter calls about a unit and that inquiry never makes it into the system, follow-up slows down, and prospects can slip away. Missing call data also makes it harder to connect marketing performance to signed leases.

CallRail's [Yardi integration](#) connects Voice Assist directly to your Yardi data, so callers get answers about availability, pricing, and floor plans even when your leasing team is busy or unavailable. After the call ends, guest cards are automatically created with the caller's contact details, attribution data, and intake notes tied back to the campaign or listing that drove the call.

What you gain

- ✓ Live availability, pricing, and floor plan data powering every Voice Assist call
- ✓ Guest cards created automatically after every call — no manual entry
- ✓ Marketing source tied to every lead, from first call to signed lease

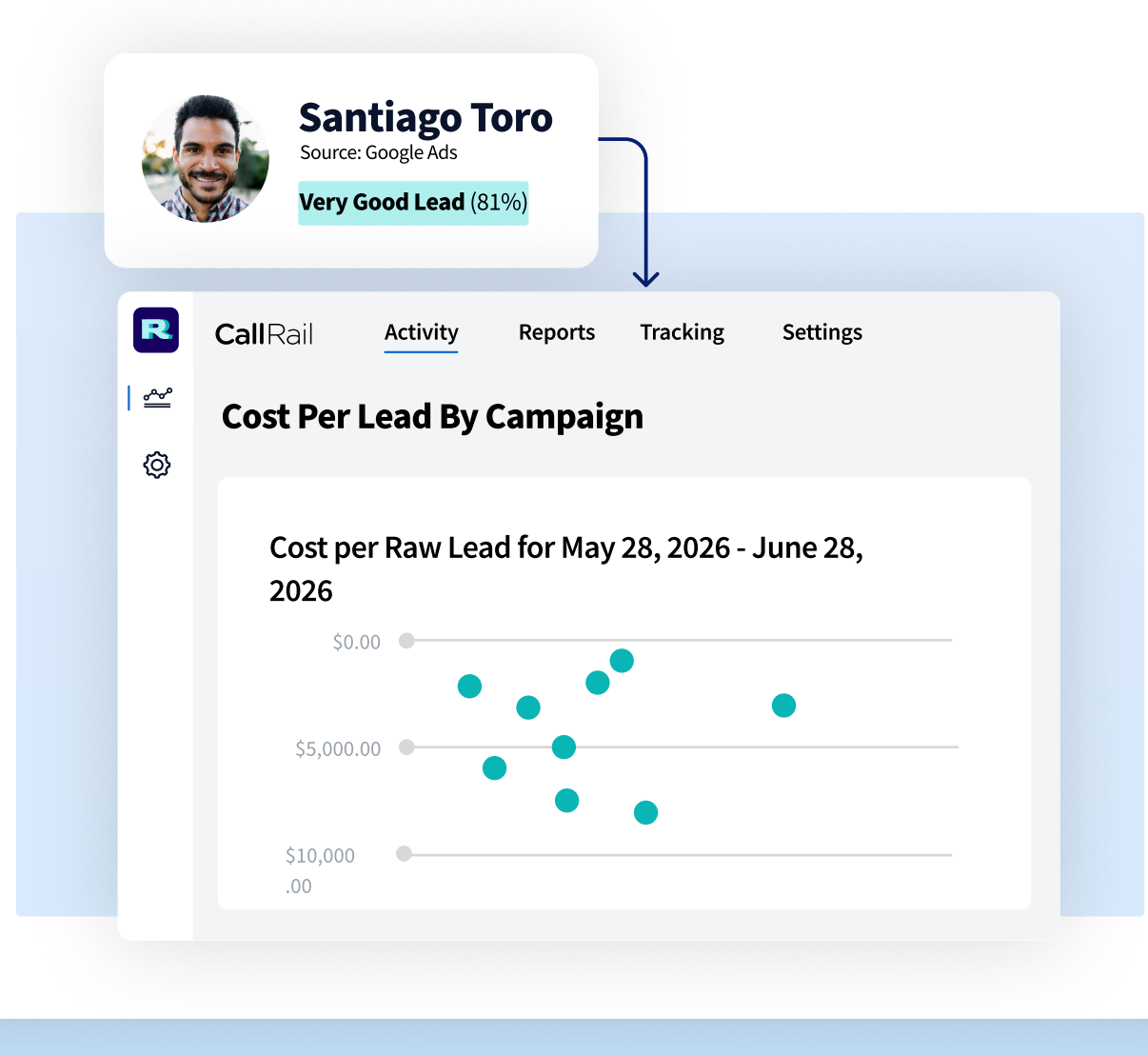
PLAY 2



Stop bidding on clicks and start bidding on leads

Most real estate Google Ads campaigns are built to chase clicks. Without call and form fill data feeding back to Google, automated bidding is working with half the picture — and you're paying for it.

CallRail's [Google Ads integration](#) tracks every call, text, and form fill your campaigns generate and sends that conversion data back to Google automatically — giving Google's bidding tools better lead data to work from, so your budget shifts toward the campaigns and keywords driving actual buyer and renter inquiries.



You can also pull source, campaign, ad group, keyword-level, and conversion data into CallRail to see exactly which searches are driving your highest-value calls. If you're using [Form Tracking](#), you can pull ad spend data directly from Google Ads to calculate cost per lead without doing extra work.

See it in practice:

Pacific Lifestyle Homes used CallRail to connect their Google Ads data to actual buyer calls, separating real inquiries from low-intent traffic and making their ad spend go further.

What you gain

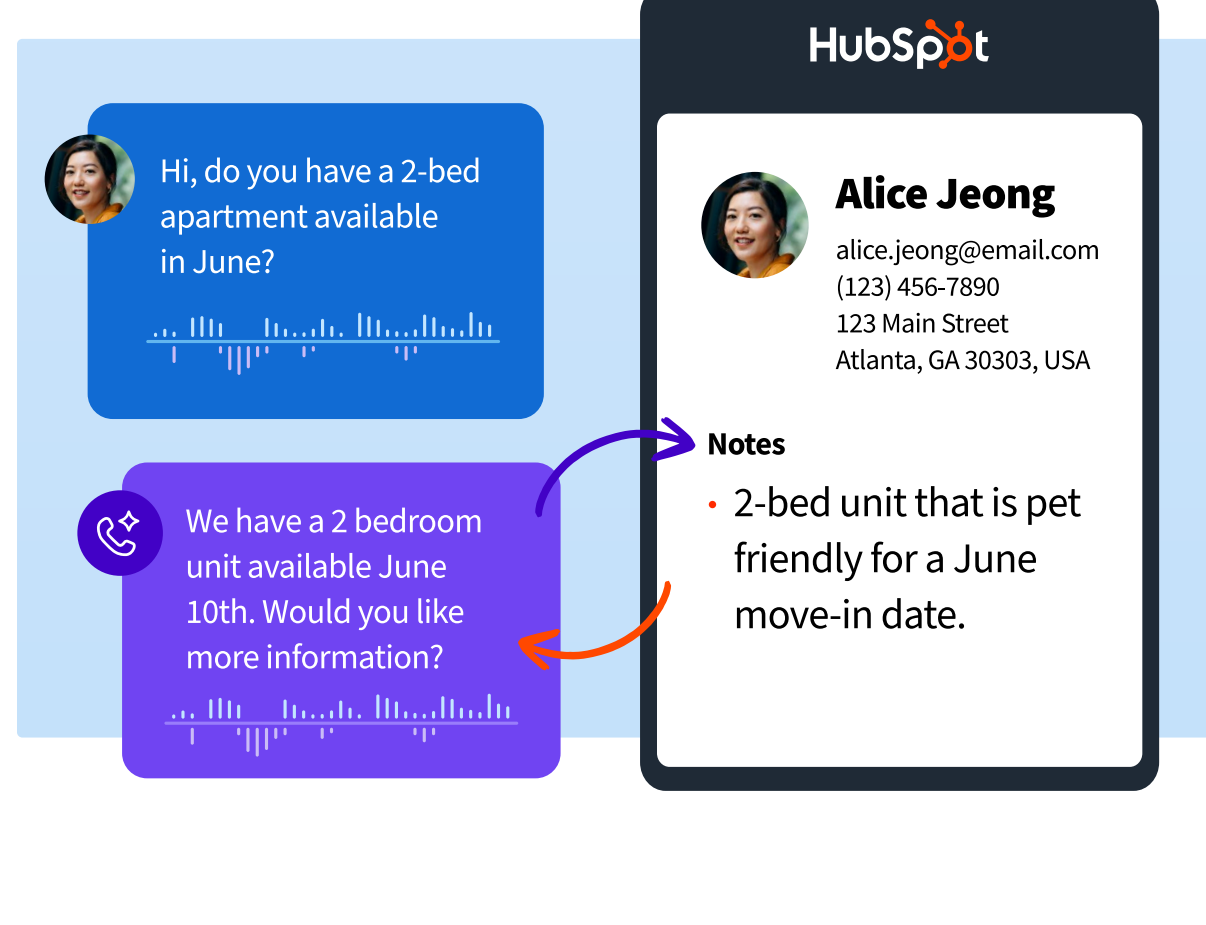
- ✓ Bid for leads, not just clicks
- ✓ Stop guessing which keywords are worth your budget
- ✓ Trust your cost per lead figures, calculated automatically

PLAY 3



Know your lead's story before you say Hello

When a buyer or renter calls and nothing is logged automatically, lead data goes missing, and follow-up slows. Your team ends up spending time on data entry rather than on conversations.



With CallRail's [HubSpot integration](#), inbound calls and texts automatically create new leads or add activity to existing contacts, including the marketing source, PPC keyword, landing page, Google Ads click data, tags, and conversion status.

Call recordings, summaries, and caller sentiment — powered by [Premium Conversation Intelligence™](#) — appear directly on each record so your team can review calls and decide on next steps without listening to every recording. You can also tag and segment contacts, trigger workflows based on call outcomes, and configure call flows to match your existing setup. For [Voice Assist](#) users, call summaries and intake details sync to the record automatically.

What you gain

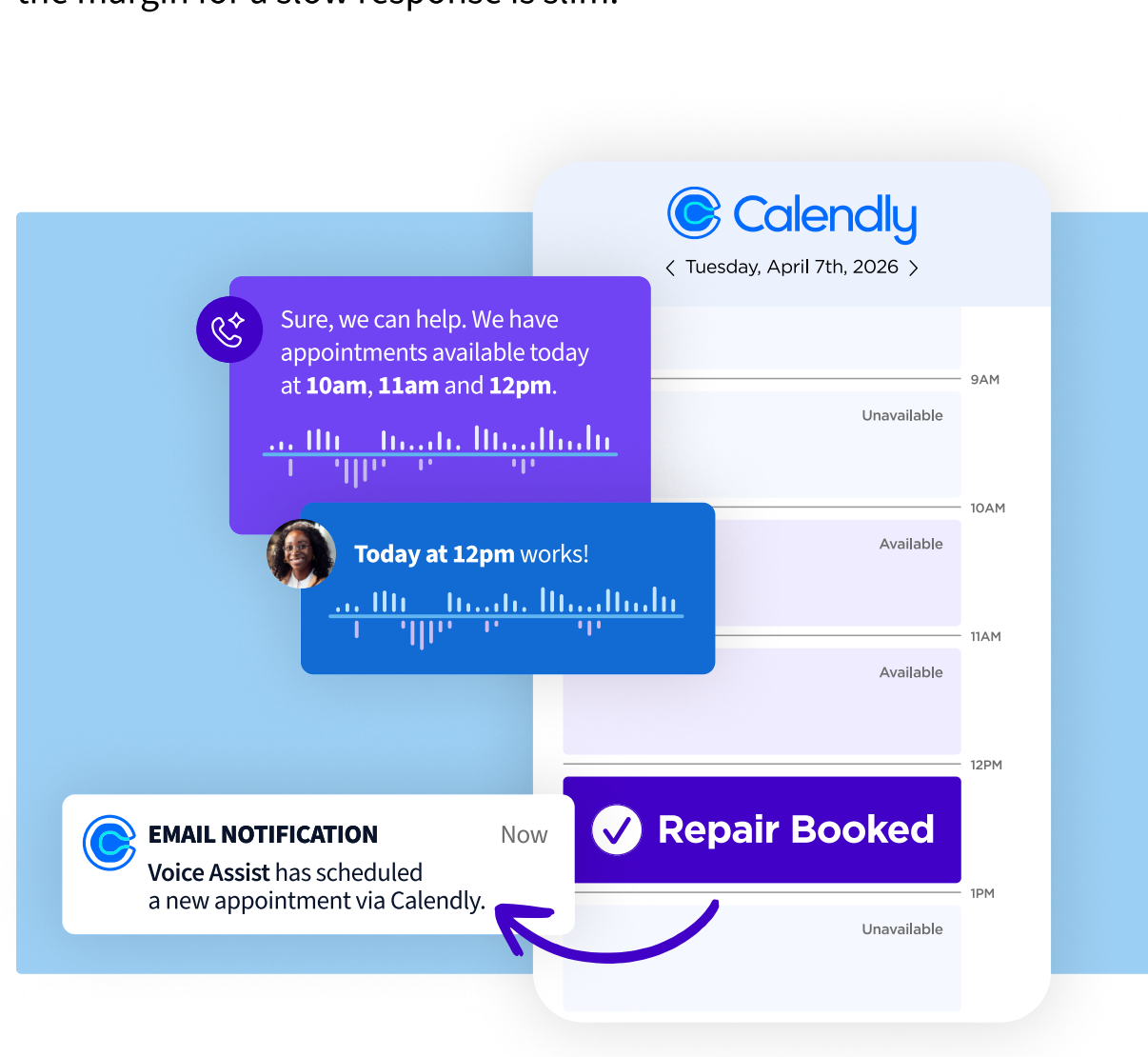
- ✓ Every call and text captured and attributed automatically
- ✓ Walk into every follow-up with customer context already in place
- ✓ Smarter segmentation and workflow automation based on caller behavior

PLAY 4



Turn every call into a booked tour — instantly

A lead ready to book a showing or tour shouldn't have to sit on hold, leave a voicemail, or wait for a callback. Any friction at that moment costs you a conversion you already paid for — and with [67% of real estate businesses](#) saying responsiveness directly influences whether a customer chooses them over a competitor, the margin for a slow response is slim.



[Voice Assist and Calendly work together](#) to remove that friction. Voice Assist answers the call, detects the caller's intent, then Calendly checks real-time availability and books the showing before the caller hangs up. Your team starts the day with a calendar full of confirmed tours.

The integration runs 24/7, so leads calling after hours get the same experience as those calling during business hours. Only [41% of real estate teams](#) respond to after-hours inquiries immediately, and 36% wait until the next morning.

"We reduced our missed calls by 44% using Voice Assist. That's a huge win for our team and our clients."

— Carlos Alfonso, Founder/CEO, KSA Property Management

What you gain

- ✓ Inbound calls converted to booked tours and appointments automatically
- ✓ No hold time, no voicemail, and no manual scheduling follow-up
- ✓ Qualified appointments captured around the clock

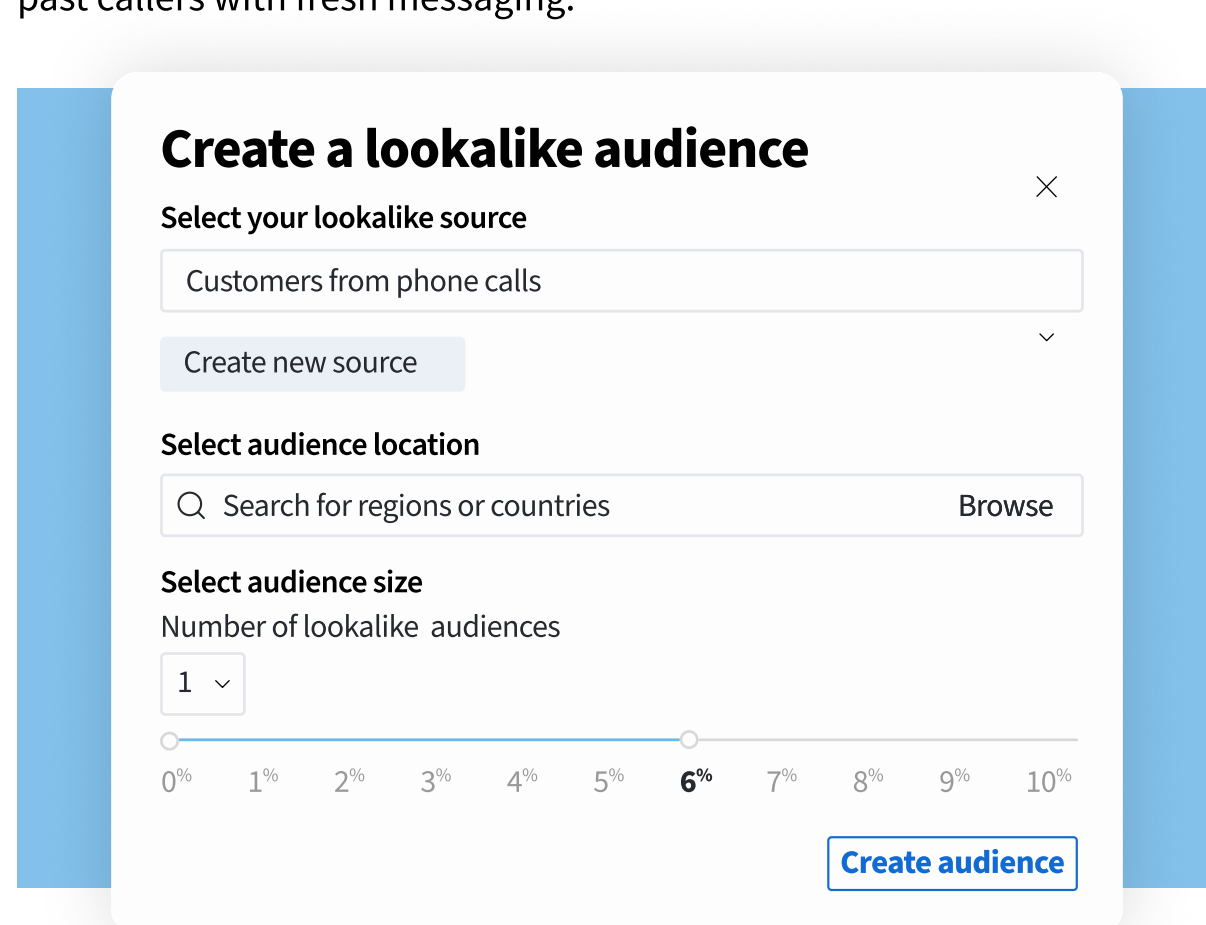
PLAY 5



Build smarter audiences using real-time caller behavior

Meta campaigns perform better when they use real lead data. Campaigns that rely only on website click data end up chasing the wrong traffic rather than the buyers and renters most likely to call, book a tour, or sign a lease.

CallRail sends your call, text, and form fill data directly to Meta so your campaigns learn from actual lead activity, not just clicks. You can build audiences based on your callers — excluding existing renters from new prospect campaigns and re-engaging past callers with fresh messaging.



You can also build lookalike audiences from your highest-converting callers. Results are reported at the campaign, ad set, and ad level so you can see exactly which efforts are driving leads.

Caviness & Cates Communities

uses CallRail data to adjust spend on Google and Meta in real time based on actual call volume, shifting budget toward communities with rising interest and pulling back from channels that aren't delivering. When they prioritized high-volume text follow-up informed by that data, lead-to-appointment conversion increased by 33%.

What you gain

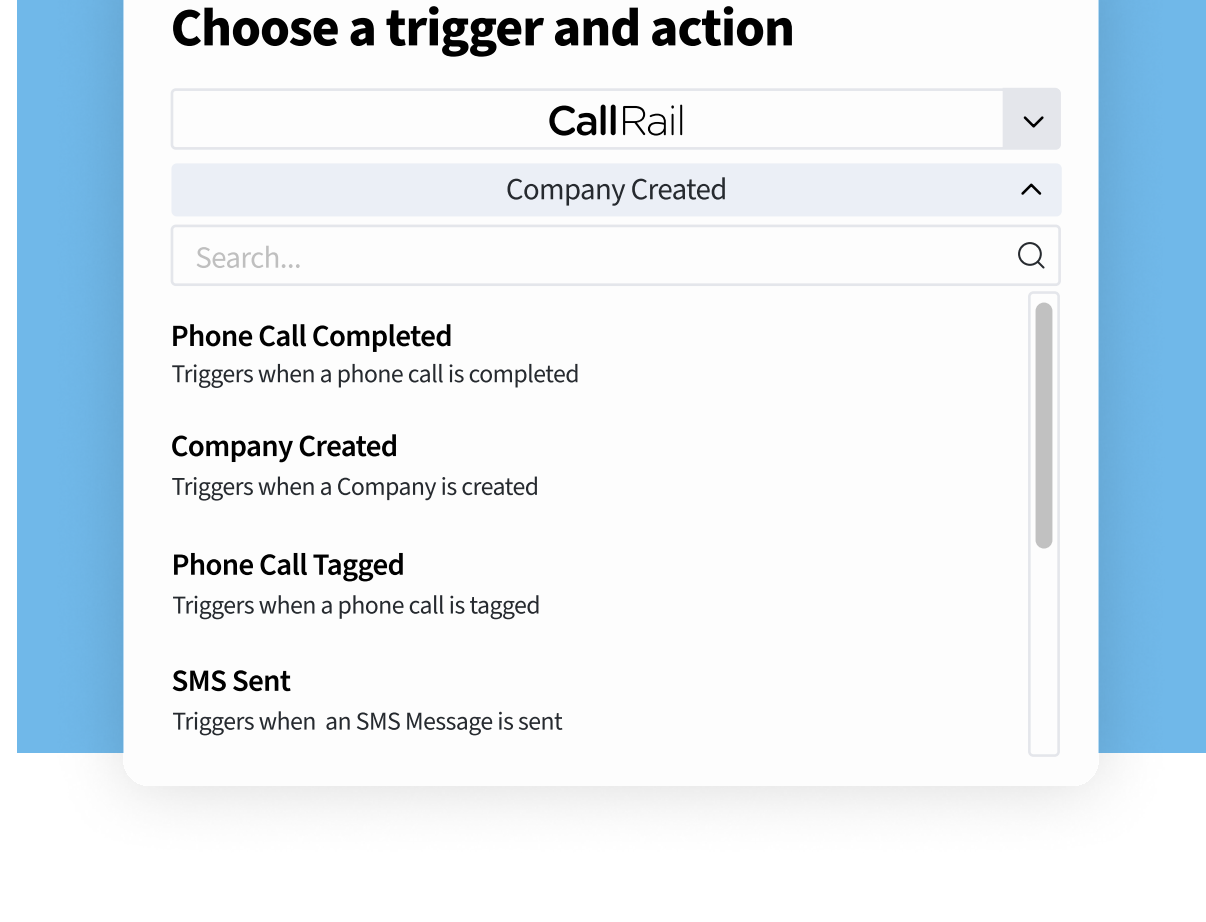
- ✓ Meta campaigns learning from real leads, not vanity metrics
- ✓ Smarter audiences built from actual caller behavior
- ✓ Less wasted spend on audiences that don't convert

PLAY 6



Let your lead data move wherever your team needs it

When call data stays stuck in one system, leasing teams are left guessing who called, which campaign drove the inquiry, what the renter needed, and whether anyone followed up.



CallRail's [Zapier integration](#) connects CallRail to the apps your team already uses, so call, text, and form activity can trigger workflows automatically. A completed call can create a new lead in your CRM, an inbound text can update a prospect record, and a tagged call can kick off the next follow-up step — without anyone copying data between platforms.

When Voice Assist captures a renter's move-in timeline after hours, Zapier helps send that context to the right place before your leasing team starts the next morning.

What you gain

- ✓ Call, text, and form activity routed automatically to the tools your team already uses
- ✓ Less manual data entry between CallRail and your CRM, PMS, spreadsheets, or follow-up workflows
- ✓ Marketing source and lead context carried through, so you can connect inquiries to ROI

Set it once, let it run

Let the data flow automatically between your tools. Your campaigns get better information to work from, your CRM and PMS stay accurate without manual entry, and your team spends more time turning inquiries into signed leases and closed deals.

"In my business, missing a lead could cost as much as half a million dollars."

— Roberto Schimmenti, Founder, Cash 4 Keys

Try CallRail free for 14 days

Explore all CallRail integrations →

Already a customer? Head to integrations on your dashboard to get connected

15+ years of industry-leading reliability

61 G2 badges Spring '26

225,000+ businesses served

3,000+ real estate professionals

You've put serious work into building your real estate tech stack. Trust the partner that's spent 15 years perfecting how to connect it.