

**Agents Data Feed
Specification
BETA**

2	17-Dec-2008	New property_build's added	WB	MB
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REV	Date	Description	BY	CHKD

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Introduction

This specification will guide you through the process to allow you to upload your properties to Houseladder. We have 2 ways that you are able to bulk upload your properties to Houseladder.

1. By using our own XML feed. The XML file along with the media will be placed on your servers which we are able to access via http. We will access this file everyday and if it has changed since the last time we processed the file, then it will be processed.
2. By using the Rightmove Version 3 or Version 3a.

Houseladder XML Feed

Step 1: Set-up your account.

If you have not already done so, you will require to set-up an account at the following web address.

<http://www.houseladder.co.uk/Information/AgentsServices.aspx>

Please note that one account will allow you to have many properties with 1 set of contact details, therefore if you have many shops with different contact details then you will require to set-up this many of accounts, for example 3 shops will require 3 accounts.

When you set-up your account you will be assigned a unique account number which you will require when creating the XML feed with your properties.

Step 2: Create your XML feed

The XML file has 2 parent elements that all other element will be related to. If an element has no data please include an empty element. An example can be found at the end with a minimum XML file.

1. contact_details
2. ads

1. <contact_details>

Element Name	Attributes	Mandatory	Data Type	Length	Accepted Values/ Notes
account_no		Yes	Integer		This was allocated to you when you signed up, and can also be found from within your account.
advertiser_website_url		Yes	String	100	e.g. http://www.yourwebsite.co.uk
contact_telephone		No	String	50	
contact_fax		No	String	50	

Element Name	Attributes	Mandatory	Data Type	Length	Accepted Values/ Notes
contact_email		Yes	String	100	Must match the email on our system that you entered when you setup your account.

2. <ads><ad>

Element Name	Attributes	Mandatory	Data Type	Length	Accepted Values/ Notes
your_reference		Yes	String	20	Must be unique for each ad.
street		No	String	100	
subtown		No	String	100	
town		Yes	String	50	
county		Yes	String	50	If you do not have a county then use unknown.
postcode		Yes	String	50	
property_status		Yes	String		Accepted Values for a sale: <ul style="list-style-type: none"> • For Sale • Under-Offer • Sold Accepted Values for a rental: <ul style="list-style-type: none"> • To Let • Let
property_lease		Yes	String		Accepted Values: <ul style="list-style-type: none"> • Freehold • Leasehold • NA • Commonhold For rentals you can use NA.
property_build		Yes	String		Accepted Values: <ul style="list-style-type: none"> • Detached House • Semi Detached House • Terraced House • End Terrace House • Detached Bungalow • Semi - Detached Bungalow • Mobile Home • Flat • Maisonette • Houseboat • Terraced Bungalow

Element Name	Attributes	Mandatory	Data Type	Length	Accepted Values/ Notes
					<ul style="list-style-type: none"> • Land • Room • Garage • Commercial - Other • Commercial - Retail • Commercial - Offices • Commercial - Industrial/ Warehouse • Commercial - Sport/Leisure • Commercial - Hotels/Catering • Commercial - Motor Trade
no_of_bedrooms		Yes	Integer		Must be greater then or equal to 0. Use 0 for studio properties.
price		Yes	Integer		Lettings: This value will be the monthly rental. Sales: Must be greater then or equal to £3000
description		Yes	String	4000	
advert_url		No	String	100	Link to the property on your website. e.g: http://www.yourwebsite.co.uk?Property=1254
images		Yes			Leave blank if no images.
image_url		No	String	100	Link to the image on your website. Please note that this should be an image of the property. e.g: http://www.yourwebsite.co.uk/image1.jpg . We accept gif, jpg or bmp file extensions.
	position	No	Integer		Accepted Values: 1 to 12 If you have included an image, then a position attribute must be present

Example

```
<?xml version="1.0" encoding="UTF-8"?>
<house ladder>
  <contact_details>
```

```
<account_no>1234</account_no>
<advertiser_website_url>http://www.yourwebsite.co.uk</advertiser_w
ebsite_url>
<contact_telephone>020 1234 5678</contact_telephone>
<contact_fax>020 1234 5678</contact_fax>
<contact_email>enquiries@yourwebsite.co.uk</contact_email>
</contact_details>
<ads>
  <ad>
    <your_reference>your ref1</your_reference>
    <street>Oxford Way</street>
    <subtown>Long</subtown>
    <town>Kingston</town>
    <county>Surrey</county>
    <postcode>KT6 6GH</postcode>
    <property_status>For Sale</property_status>
    <property_lease>Freehold</property_lease>
    <property_build>Detached</property_build>
    <no_of_bedrooms>4</no_of_bedrooms>
    <price>519950</price>
    <description>An amazing Period Apartment set on a quite back
road in a converted Period Mansion with beautiful gardens.
<br><br>The property is very spacious and has high
ceilings with lots of space and character, A large front room with a
large window that lets in lots of light. There are also lots of period
features including a lovely working fireplace. The kitchen is just the
right size and has all the storage space required as well as a cooker and
oven. <br><br>The bedroom is also large and will
easily fit a double bed and storage items, off the room is a great sized
Bathroom that has everything that you
need.<br><br>The whole flat is heated with a recently
fitted boiler and electric temperature control in the rooms. The views
around are beautiful as the windows overlook the gardens. The
apartment is very quite and would make a perfect place for anyone to
live and commute into the city or local towns. everything is decorated
neutrally and the house has a nice homely feel to
it.<br><br>5 mins walk to Supermarket, local
conveniences.<br><br>5 mins walk to Main Line Train station
<br><br>Trains run every 10-15 Mins- Only take 10-15 mins to get
to London Bridge Station! Ideal for the city. <br><br>There is also a
night bus stop that is located 5 mins away.<br><br><br>This
is a fantastic place to live and will not be available for long please
contact at the earliest opportunity to avoid disappointment. Available
to arrange viewings at flexible times.</description>
    <advert_url>http://www.yourwebsite.co.uk?Property=555</ad
vert_url>
    <images>
      <image
position="1">http://www.yourwebsite.co.uk/image1.jpg</image>
```

```

        <image
position="2">http://www.yourwebsite.co.uk/image2.jpg</image>
        </images>
    </ad>
    <ad>
        <your_reference>your ref2</your_reference>
        <street></street >
        <subtown/>
        <town>Liverpool</town>
        <county>Merseyside</county>
        <postcode>L1</postcode>
        <property_status>Let</property_status>
        <property_lease>NA</property_lease>
        <property_build>Flat</property_build>
        <no_of_bedrooms>2</no_of_bedrooms>
        <price>526</price>
        <description>A newly fully refurbished 3 bed property with a
new fitted kitchen, bathroom, carpets in a convenient location, within
walking distance to universities, hospitals, schools, shops and the city
centre: , will suit professionals and family alike.</description>
        <advert_url>http://www.yourwebsite.co.uk?Property=555</ad
vert_url>
        <images>
            <image
position="1">http://www.yourwebsite.co.uk/image11.jpg</image>
            </images>
        </ad>
    </ads>
</houseladder>

```

Example of a minimum XML feed.

```

<?xml version="1.0" encoding="UTF-8"?>
<houseladder>
    <contact_details>
        <account_no>1234</account_no>
        <advertiser_website_url>http://www.yourwebsite.co.uk</advertiser_w
ebsite_url>
        <contact_telephone></contact_telephone>
        <contact_fax></contact_fax>
        <contact_email>enquiries@yourwebsite.co.uk</contact_email>
    </contact_details>
    <ads>
        <ad>
            <your_reference>your ref1</your_reference>
            <street/>
            <subtown/>
            <town>Kingston</town>
            <county>Surrey</county>

```

```
<postcode>KT6 6GH</postcode>
<property_status>Under-Offer</property_status>
<property_lease>Leasehold</property_lease>
<property_build>Detached</property_build>
<no_of_bedrooms>4</no_of_bedrooms>
<price>519950</price>
<description>3 bed house</description>
<advert_url/>
<images/>
</ad>
</ads>
</houseladder>
```

Step 3: Email Houseladder

Once you have completed the XML file please email uploads@houseladder.co.uk with the following information.

1. URL to the feed, e.g. <http://www.yourwebsite.co.uk/uploads.xml>
2. Account no.

We will then test the feed and report back to you whether it was successful and if not then what changes require to be done.

Step 4: Live

Once a test has been successful we will activate our process to look at your feed. Please note that properties automatically have a 2 Week expiry date, therefore if you do not re-new your feed at least once every 2 Weeks, then the properties will expire and not appear in our search results. We will check your feed everyday and if it has changed process it accordingly.

Rightmove Version 3 or Version 3a Feed

If you wish to upload your properties using the Rightmove format, you are required to do the following steps.

1. If you have not already done so, you will require to set-up an agents account at the following web address.
<http://www.houseladder.co.uk/Information/AgentsServices.aspx>

Please note that one account will allow you to have many properties with 1 set of contact details, therefore if you have many shops with different contact details then you will require to set-up this many of accounts, for example 3 shops will require 3 accounts.

When you set-up your account you will be assigned a unique account number which you will require to make a note as will be required later on.

If you already have an account then just login to find out your account number.

2. Check with your software vendor that they are able to upload with the Rightmove format.
3. Email uploads@houseladder.co.uk with your account number created in step 1 specifying that you wish for a Rightmove FTP account to be set-up.
4. Houseladder will then inform you when your FTP account is ready with the login details for you to place your files.
5. Pass the login details to your software vendor so they are able to FTP your BLM file and media.
6. Email uploads@houseladder.co.uk with your account number specifying that you wish your feed to be tested.
7. Once we have tested we will then inform yourselves and make your account live.

FAQ

1. How often do you check the feed? We check the feed everyday.
2. How do I delete a property? Do not include it in the XML feed. Basically we use <your_reference> element to know whether the property is new, updated and if it is no longer in the list then we flag it as remove from market.
3. How do I receive leads? Within your account, under contact details allows you to say how you wish to receive leads. All leads received via email are also logged within your account, so we advise at least login to your account once a day as emails are sometimes blocked via spam filters etc.
4. Can I add/edit properties manually? Yes just login to your account and any changes will take immediate effect on our site. Please note that a new XML feed will also update the properties so any changes made manually will be replaced with the new XML feed.
5. Who do I email with questions? uploads@houseladder.co.uk.
6. How do I add new, remove or replace images.
 - a. Add: Just include it in the XML file. As long as that position has not been used, then it will be added.
 - b. Remove: Login to your account to remove the image.
 - c. Replace: Login to your account to remove the image in question and any others with a greater position. When we process your next feed the images with the new one will be added.
7. Do you accept the Rightmove format? Yes, see the section 'Rightmove Version 3 or Version 3a Feed'.