sell-property-fast.com   rent-property-fast.com

Technical Specification

This document details the XML specification requirements to import property listings to **sell-property-fast.com** and **rent-property-fast.com**.

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Appendix - Example XML Schemas

1. Introduction

Welcome to **Sell Property Fast** and **Rent Property Fast**, operated by Sell Property Fast Ltd. International property portals helping agents market and sell their properties online to a global audience. Agents can advertise residential property, commercial property and land for **FREE**.

New property listings are also automatically posted to our growing audience of Facebook and Twitter followers, offering advertisers additional benefit and routes to market via our social media channels, at no extra cost whatsoever.

Advertising online with **Sell Property Fast** and **Rent Property Fast** gives you the opportunity to receive high quality leads from both buyers and sellers and tenants and landlords from around the world. Get your property inventory in front of local and International customers today!

2. Getting Started

If you already have an XML feed containing live listings data, please send it to: support@sell-property-fast.com.

In most cases, our systems are able to intelligently identify and parse your listing details via data string matching to our input fields. If you have a mixture of **for sale** and **for rent** listings, these can either be supplied within the same XML feed or separately.

Where you require to produce an XML feed in order for us to syndicate your listings onto **sell-property-fast.com** and/or **rent-property-fast.com**, please follow the guidance and instructions below to create a valid XML feed.

3. Overview

Your XML feed must contain all the property information for one advertiser account. We match the feed URL you provide us to a single advertiser account once we have validated and approved the feed.

Each XML feed URL can only contain property information for one account or estate agency branch. If you are creating XML feeds for multiple estate agents, each feed will need to be made available on a separate and unique URL.

XML feeds must be supplied in an accessible URL format, where this unique URL address does not change. Our systems will access and retrieve your data from this URL on a daily basis to capture updates, import new listings and delete listings no longer present within your XML feed.

If you wish to password protect a feed so that it is not publicly available, please provide us with the feed URL in one of the following formats:

- http://*username:password*@your-website.com/feed.xml
- ftp://*username:password*@your-website.com/feed.xml

We cannot accept a feed URL that requires any manual human intervention (such as having to select an option or click a button) because our import and update processes are fully automated.

Our systems process XML feeds to update listings on a daily basis. Newly present listings are added, listings no longer present are deleted and any changes to property details and images in your XML feed are automatically updated.

Your feed must contain all the listings that you want kept, added or updated. It must not contain any listings that you want deleted.

In order to correctly add, delete and update your property listings, each property must have a unique identifier represented by a unique **<id>** tag (see Appendix A).

4. Guidelines

Maximum number of property listings per XML feed = 2,000
Maximum number of photos per property listing = 10

If a property has more than 10 photos in your XML feed, only the first 10 photos will be imported.

Your XML formatting must place each data tag on a new line in order for our systems to able to read and easily identify them. Data tags must be in lower case. XML data tags should look like this:

<price>250000**</price>**
<currency>GBP**</currency>**

Data tags can contain alpha, alphanumeric or numeric characters. If a data tag is empty, it can be represented in one of the following ways:

- **<pool></pool>** (no input value)
- **<pool>**0**</pool>** (zero value)
- **<pool />** (self-closing)
- (tag physically not present)

Listings that do not contain a value for <price>, <type>, <location> or no images will be skipped and not imported.

5. XML Feed Structure

The first line of code within the XML feed must start: **<?xml version="1.0" encoding="UTF-8"?>**

Data for each individual property listing must be enclosed between **<property></property>** tags, repeated multiple times within the XML data structure for each listing.

When creating your feed, please refer to our **Example XML Schemas**:

Appendix A. Import Specification and Options

Appendix B. Sample XML Feed

6. Testing

Once you have created an XML feed, you can test it by opening in a browser window (Chrome or Firefox, not Internet Explorer). If there are any structural or encoding errors, you will be shown an error message stating on which line of code the first error appears. You can then investigate that specific line of code to fix.

You can also check your XML feed using these online validation tools:

W3C Markup Validator: http://validator.w3.org/

Code Beautify Validator and Converter: http://codebeautify.org/

7. Automatic XML Feed Updates

Our systems will access and retrieve your data every 24 hours to capture updates, import new listings and delete listings no longer present within your XML feed.

If for any reason your XML feed cannot be accessed by our systems, consecutive failed attempts to fetch your data will be automatically flagged and your dedicated account manager will get in contact to alert you of this and help rectify.

8. Manual Listing Creation & Management

Property listings can be manually added via your account login. You can access your account at any time from a computer with internet access to add, amend and delete listings in real-time. Changes take effect immediately once published or saved.

A mixture of XML imported and manually added property listings can be uploaded. It's important to remember that if you manually modify any XML imported property listing data via your account login, when we process your feed next, the system will replace the information to reflect data exactly as contained in your XML feed. Manually created listings will not be deleted unless you manually go in and delete them.

It is recommended that you should manage and make changes to property details via your XML feed, not via your account login.

9. Data Quality Requirements

It is your sole responsibility to ensure your property data is accurate and up to date. This includes but is not limited to listing descriptions, images, locations and pricing data. We accept no liability for the accuracy of your data and have no obligation to review or edit your data. We reserve the right to edit and remove listings that do not comply with our terms and conditions of advertising.

You agree that your data will only include information on available/unsold property or land for which you have legal instruction and authorisation to advertise and sell.

You will provide us with a valid working email address and telephone number and will inform us immediately of any changes or technical problems that would prevent you from receiving emails or calls. If any of your contact methods or property data become unavailable, we will not be liable for any lost business.

All customer enquiries and sales leads generated from the enquiry/contact forms within your property listings and your estate agent directory page will be sent directly to your registered email address.

Copyright & Data Usage

You warrant that all images provided with your data are of the actual property or land being offered and such images have the necessary copyright authorisation for you to use them. You warrant that when reproduced or published by us on our websites or via our social media channels, your data will not infringe any copyright, trademark or intellectual property rights.

10. Help & Contact Details

If you require assistance or have a question which is not addressed here, please contact us:

E: support@sell-property-fast.com

www.sell-property-fast.com
www.rent-property-fast.com

Sell Property Fast Ltd.
9 Ainslie Place
Edinburgh
Lothian
Scotland
EH3 6AT

Appendix A – Import Specification & Options

This document specifies the XML data feed tags to import property information to **sell-property-fast.com**

<?xml version="1.0" encoding="UTF-8"?>
(Mandatory, XML version and encoding must be present on the 1st line of feed)

<root>
(Mandatory, opens the feed)

<agent>
(Optional, agency office data. This information already added to account upon user registration)

<first_name>Joe</first_name>
<last_name>Bloggs</last_name>
<company>ACME Real Estate</company>
<phone>01 22 333 4444</phone>
<mobile>07987654321</mobile>
<email>email@address.com</email>
(Mandatory requirement, where enquiry web form leads will be delivered to)
<skype>skype-userID</skype>
<facebook></facebook>
<twitter></twitter>
<linkedin></linkedin>
<pinterest></pinterest>
<website>your-website.com</website>
(without http:// prefix)

</agent>

<property>
(Mandatory, opens the property node)

<id>0001</id>
(Mandatory alphanumeric, max 50 characters.
Unique identifier for the property.
Used to determine   if the property should be:
Added, updated, deleted if no longer present)

<status>Available</status>
(Optional alpha, options: Available, Sold, Under Offer)

<date>2016-04-02 13:45:45</date>
(Optional date and time, 19 characters.
Created or last modified date of this property.
Must follow standard datetime format of:
YYYY-MM-DD HH:MM:SS)

<ref>ABC123</ref>
(Optional alphanumeric, max 255 characters.
Your customer-visible reference for the property)

<price>200000</price>
(Mandatory numeric, max 8 characters.
Used in conjunction with <price_freq> and <currency> tags.
Enter the price for sale, or rental price per week or per month.
Use whole numbers, no punctuation, no commas, no dots or full stops.
For seasonal rental price variations, enter the lowest price and
use the <desc> node to further detail pricing options)

<currency>GBP</currency>
(Mandatory alpha: e.g. GBP, EUR, USD etc. All currency types accepted.)

<price_label>Fixed price</price_label>
(Optional alpha, shown after price label.
e.g. Offers Over, Fixed Price, Per Night, Per Week, Per Month)

<price_freq>sale</price_freq>
(Mandatory alpha.
'sale' for properties for sale.
'night' for properties for holiday rental.
'week' for properties for holiday rental.
'month' for properties for long term rental)

\<lease_duration\>12 months\</lease_duration\>
(Optional alphanumeric, options: 12 Months, 6 Months, Holiday Let, Long Term)

\<deposit_amount\>10% security deposit required in advance\</deposit_amount\>
(Optional alpha numeric, deposit amount and any instructions.
Empty or missing tag if unknown)

\<type\>Apartment\</type\>
(Mandatory alpha, options: Apartment, Bungalow, Commercial Property,
Detached house, Duplex, Flat, Garage, Land, Other, Penthouse, Semi-detached,
House, Steading, Studio Flat, Villa)

\<address\>9 Ainslie Place, Edinburgh, Lothian, Scotland, EH3 6AT\</address\>
(Optional alphanumeric for full address)

\<location\>
    \<latitude\>36.73454030\</latitude\>
    \<longitude\>-3.69073610\</longitude\>
\</location\>
(Optional numeric, max 15 characters.
Accurate latitude and longitude of property.
Empty, missing tags or '0' if unknown)

\<area\>City Center\</area\>
(Mandatory alpha for town, village or local area)

\<city\>Edinburgh\</city\>
(Mandatory alpha for city)

\<county\>Lothian\</county\>
(Mandatory alpha for county, state or province)

\<post_code\>EH3 6AT\</post_code\>
(Optional alphanumeric for zip or postal code)

\<country\>Scotland\</country\>
(Mandatory alphanumeric, country codes also supported e.g. PT, ES)

\<reception_rooms\>4\</reception_rooms\>
(Optional numeric, number of reception rooms.
Empty or missing tag if unknown)

\<beds\>1\</beds\>
(Optional numeric, number of bedrooms.
Empty or missing tag if unknown)

\<baths\>1\</baths\>
(Optional numeric, number of bathrooms.
Empty or missing tag if unknown)

\<property_furnish\>Furnished\</property_furnish\>
(Optional alpha, options: Furnished, Unfurnished, Part Furnished)

\<surface_area\>
    \<built\>200\</built\>
    \<plot\>3000\</plot\>
\</surface_area\>
(Optional numeric, constructed and plot area in square metres.
Empty or missing tags if unknown)

\<year_built\>2001\</year_built\>
(Optional numeric, year of build.
Empty or missing tags if unknown)

\<title\>4 Bed House Close to Local Amenities\</title\>
(Mandatory alphanumeric, SEO property title, max characters 70.)

\<desc\>
    \<en\>Full property description in English\</en\>
\</desc\>
(Optional alphanumeric, property description, no character limit.
No HTML, UTF-8 encoded text only, sentence case, no excessive capitalisation.
Empty or missing tag if a language-specific description is not available)

```
<features>
        <feature>Below Market Value</feature>
        <feature>Fully Furnished</feature>
        <feature>Lake View</feature>
        <feature>Fridge/Freezer</feature>
        <feature>Basement</feature>
        <feature>Tennis Court</feature>
        <feature>Private Parking</feature>
        <feature>Triple Garage</feature>
        <feature>Central Heating</feature>
        <feature>Wheelchair Access</feature>
        <feature>Fireplace</feature>
        <feature>Deck</feature>
        <feature>Garden</feature>
        <feature>Cinema Room</feature>
        <feature>Driveway</feature>
        <feature>Underground Parking</feature>
        <feature>Unfurnished</feature>
        <feature>Ocean View</feature>
        <feature>Washing Machine</feature>
        <feature>Balcony</feature>
        <feature>Private Garden</feature>
        <feature>Games Room</feature>
        <feature>Single Garage</feature>
        <feature>Concierge</feature>
        <feature>Part Furnished</feature>
        <feature>Mountain View</feature>
        <feature>Dishwasher</feature>
        <feature>Roof Terrace</feature>
        <feature>Swimming Pool</feature>
        <feature>Wine Cellar</feature>
        <feature>Double Garage</feature>
        <feature>Lift</feature>
</features>
```
(Optional alpha, options available as above.
No HTML, UTF-8 encoded text only, No line breaks or punctuation)

```
<images>
        <image id="1,2,3,4,5... 10">
                <url>http://www.your-website.com/property-photo1.jpg</url>
        </image>
</images>
```
(Images node, maximum of 10 images per property.
URL tag is the absolute FTP or HTTP URL of each image.
Images are downloaded and stored on our servers.
Must end with a valid image file type, e.g. .jpg .png.
The first image will be used for main primary image in results lists)

```
<notes>Free text area</notes>
```
(Optional alphanumeric agent notes, not visible on website)

```
</property>
```
(End of property node)

```
<property>…</property>
```
(Repeat structure for each property)

```
</root>
```
(Mandatory, MUST be the last line of the feed)

Appendix B – Sample XML Feed

```xml
<?xml version="1.0" encoding="UTF-8"?>
<root>
    <agent>
        <first_name>Joe</first_name>
        <last_name>Bloggs</last_name>
        <company>ACME Real Estate</company>
        <phone>01 22 333 4444</phone>
        <mobile>07987654321</mobile>
        <email>email@your-website.com</email>
        <skype>acmerealestate</skype>
        <facebook>https://www.facebook.com/acmerealestate</facebook>
        <twitter>https://twitter.com/acmerealestate</twitter>
        <linkedin>https://www.linkedin.com/acmerealestate</linkedin>
        <pinterest>https://pinterest.com/acmerealestate</pinterest>
        <website>www.your-website.com</website>
    </agent>
        <property>
                <id>0001</id>
                <status>Available</status>
                <date>2016-04-02 13:45:45</date>
                <ref>ABC123</ref>
                <price>200000</price>
                <currency>GBP</currency>
                <price_label>Fixed price</price_label>
                <price_freq>Sale</price_freq>
                <lease_duration />
                <deposit_amount />
                <type>Apartment</type>
                <address>9 Ainslie Place, Edinburgh, Lothian, Scotland, EH3 6AT</address>
                <location>
                        <latitude>24.73454030</latitude>
                        <longitude>-2.68073610</longitude>
                </location>
                <area>City Center</area>
                <city>Edinburgh</city>
                <county>Lothian</county>
                <post_code>EH3 6AT</post_code>
                <country>Scotland</country>
                <reception_rooms>4</reception_rooms>
                <beds>2</beds>
                <baths>1</baths>
                <property_furnish>Furnished</property_furnish>
                <surface_area>
                        <built>200</built>
                        <plot>800</plot>
                </surface_area>
                <year>2001</year>
                <title>2 Bed Apartment Close to Local Amenities</title>
                <desc>
                        <en>A charming 2 bed town center apartment close to local shops…</en>
                </desc>
                <features>
                        <feature>Below Market Value</feature>
                        <feature>Private Parking</feature>
                </features>
                <images>
                        <image id="1">
                                <url>http://www.your-website.com/property-photo1.jpg</url>
                        </image>
                        <image id="2">
                                <url>http://www.your-website.com/property-photo2.jpg</url>
                        </image>
                </images>
                <notes>Group viewings and open house show rounds only</notes>
        </property>
</root>
```