

Your outgoing XML data feed Version 1.0

With Estate Agent Feeds; properties that are published within your account have the potential to be outputted to a dedicated outgoing feed in XML format. The purpose of this feed is to enable account holders the ability to easily populate their own unique services based upon content included within their accounts. This is particularly useful if for example you wanted to use our dashboard facility to manage adding and editing your listings while populating your own website.

Your feed URL

Your feed URL and API key will be provided to you when your account is opened or during any testing phase we've allocated so that you can integrate the feed format into your system before going live.

The feed URL is made up of several parts with the base URL or end-point as follows:

End-point: <https://estateagentfeeds.com/agents/exportXML.php>

Parameters

The following key and value pairs are appended to the **end-point** in order control how your feed is presented. These are sent via the **GET** method with the only mandatory key and value being agency and your API key.

Your API key is confidential, should never be shared and is added to the end-point as follows: **agency=[YOUR API KEY]**

&output=human *(recommended)*

This switches the XML output from displaying enumerated values as numbers to more recognisable values. For example the XML property type element `<type>8</type>` would translate to `<type>Flat</type>`.

&list=sales *(recommended)*

This parameter will filter listings that are presented within your feed by Sales (sales) or Lettings (lettings).

&branch=ABC12345

This parameter is used to filter listings by their associated contact. This will be the agent or manager of the listing that has been connected to it either manually through our dashboard or during an incoming data feed that populates your account. The branch value is presented within the `<contact>...</contact>` element as the `<branch_id>ABC12345</branch_id>`.

&channel=gb

If applicable this parameter lets you filter listings presented in your feed by either UK (gb) or Overseas (overseas) listings.

&limit=100

This parameter can be used if you want to reduce the number of listings presented in your feed. This may be useful if you need to capture just the last 10 most recent or last modified property **&limit=1**. Properties within your feed are presented in descending date modified order. This datetime is included in the `<updated></updated>` XML element.

&ref=1234

This parameter can be used if you want to pull up a specific property using its `<reference></reference>` value.

Note: Including invalid GET parameters including their values will return an XML error message.

Testing your outgoing feed

Once you have completed integration using the sample XML feed we will provide, we'll open an account where you can manually enter property details and then view this information within your feed. It's highly recommended you use this facility along with a variety of real and complete property data that's close to what you would expect to capture and thus present within your application. We will usually add 1 or more test properties in order for you to get started or one of your agents can be included instead.

Note: Experiment with different property types, rental frequencies, qualifiers, status values and letting options to see what potential values are generated within your feed so that you can save them appropriately during your import process.

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Understanding Contacts

A Contact is an agent or manager that has been assigned to a given property. If you are manually administering your account, a manager can be added by going to **My Accounts > Agents & Managers**. This Contact can then be assigned to a listing by visiting the properties details page and choosing the Contact under the Property manager menu.

This Contact along with a unique **Branch ID** is then presented in your outgoing feed along with their listings.

If you are using our **Outgoing Feed Service for Portals** you'll likely be populating your account from multiple incoming data feeds that have been uploaded to us by your agents. Depending on the feed formats they are sending, we may need to facilitate the creation of accounts for you as with some feeds, we'll need to verify compatibility and set these up before we can accept the import.

If your customers are using either Rightmove BLM, Jupix, or Vebra then you will create the agents yourself as no checking is required.

The Contact details is included in the `<contact>...</contact>` block within your outgoing XML feed.

If applicable the Contacts Branch ID will be presented within the XML tag `<branch_id>...</branch_id>`.

Using the Contacts

If using the Contacts feature to assign agents to your listings, you should match the Branch ID to one stored in your own database in order to pull in all of the listings for that agent. If you no longer want to present a Contacts listings within your outgoing feed and or disable importing, you can disable the Contact under **My Accounts > Agents & Managers**.

Note: deleting a Contact will delete all assigned properties unless you manually added their listings.

5 Best practises

When setting up an import of your outgoing feed there are some general rules you should follow in order to keep imports both quick and efficient while keeping the property data within your own application or website accurate and current.

- 1: Fetch data from your feed periodically at no more than **2 hour intervals** (twice per day is recommended).
- 2: Use the **branch** GET parameter to filter listings by Contact and then prioritise fetching data on a per Contact basis with Contacts who have the most properties checked a little less frequently than those with fewer listings.
- 3: Check the `<updated>...</updated>` datetime value along with the property `<reference>...</reference>` number against your database in determining if the listings should be updated, imported or ignored.
- 4: Check for properties that are no longer presented in your outgoing feed. Missing listings should be hidden or deleted from your application or website under the assumption the listing is currently off the market.
- 5: Download and store **all** images and attachments. Never store URL's from our feeds directly as these will often change.

Hiding listings from your feed

There are a number of ways in which properties can manually or may automatically be hidden from your outgoing feed. If you are manually adding listing to your EAF dashboard you can hide a property by going to the properties details and selecting **Include in bulk feed > No** This will hide the listing from your outgoing feed regardless of the **branch** parameter.

If you are populating your account from 1 or more agent data feeds, properties that are no longer included in these feeds as they update your account, but were previously within our system will automatically be deleted.

Note: Deleted properties are never displayed within your outgoing feed or shown within your dashboard.

If a property comes back on the market and is again present within an incoming feed, the listing will be re-published.