

Estate Agent Feeds - New Home's Development Guide

New Home developments are a special type of property advertisement that comprises of a development, 1 or more property styles and subsequent plots within that style. Both Rightmove and Zoopla allow New Homes developers to advertise on their sites and Estate Agent Feeds supports the full nightly uploaded feed specification for New Homes as defined by the Rightmove ADF standard.

In order to add New Home developments within your EAF dashboard, please follow the below steps. Please note that New Home developments can only be added manually and are not supported by our Remote account features.

To publish developments, you'll need a property developer account with the portal. Please contact the portal for more information.

Create your development

Once logged in from the side navigation, click **My Developments** to begin.

From here you'll have 4 options. Developments, New Home Styles, Export API or Getting Started Guide. This guide is the 4th option.

Click Developments > Create Development

1. Add details about the development including the development name
2. Add all contact details for the developer as well as opening times
3. Add the address of the development
4. Save your new development
- 5. Once you've saved the basic details you can add additional information.**
6. Include as much of the descriptive breakdown about the development such as Campaign, Summary and Specification via the Descriptions tab.
7. Include any globally relevant images and attachments such as the site plan and development brochure via the Gallery and the Attachments tabs.
8. Double check everything is correct before moving into the next step

Create a New Homes Style

From the development summary list, at the top of the page you'll see **New Homes**.

The New Home Style is a overall property type that is on offer within this development, such as apartments or a series of houses. The style details should only include general information about the overall style without being too singular to any specific plot that can be found within that style. For all intents and purposes, the style is a property overview.

Click Create New Home

Notes on Shared Ownership

If the style includes 1 or more plots that are shared ownership at varying levels and amounts, we recommend leaving the main fields on this at their defaults and instead later adding this information to the individual plot descriptions. Including the general shared ownership values found under the details tab will add this to the style description on your advertisement which may not be what you want.

If you do add this information to the style, treat it as the minimum or maximum cases.

Style Details

1. Include council tax band information
2. Add the starting and maximum price for the plots within the style
3. Add the min and max bedrooms and bathrooms on offer for this style
4. Select the overall property type e.g. Apartment.
5. Edit the description text if needed
6. Add links to any virtual tours
7. Include floor, room and size information **(see notes below)**
8. Include up to 10 key property features that summarise all the plots benefits.
9. Save your New Home Style.
- 10. Once you've saved the basic details you can add additional information.**

Note: this page will pull in the description and address information from the development

selected. The address cannot be edited here. To edit the address, do so via the development record.

Adding Room Information

Rooms can be broken up into floors. By designating a fixed name for each floor, each room that shares the same floor name will be grouped together when published.

If within your development different types of plots are found within a block on different floors, rooms are a good way to describe each of the rooms of a plot on each floor. For example, the “Ground Floor” might have 2 bedroom, 1 bathroom and a garden apartments while the “Third Floor” might have 3 bedroom and 1 bathroom apartments, while the “Top Floor” might have a penthouse. Using the rooms feature you can describe all of the rooms on each floor. Portals will generally use HTML headings to display room information within property descriptions and so is highly recommended.

Adding Images and Attachments

At this point it's a good idea to add images and files that are specific to the style. This can be done via the Gallery and Attachments tabs.

1. Include globally relevant images that reflect each of the plots within the style. Note that all plots will share these images
2. Include multiple floor plans or dedicated brochures of the plots within the style

Create Plots for the Style

By clicking the Plot Information tab you can specify the individual plots within the style. Plots allow you to include more granular information about the properties that are available, such as their price, number of bedrooms, their energy efficiency rating (SAP) and their availability status.

Be sure to add a plot only for every unique iteration of the style.

Publishing Your Development

In order to publish to the portals, at least 1 development must be set as “publish” within your account and at least 1 style must be set as “Publish” within that development.

Our system will run various checks on the content you've added to make sure that at least the minimum information to display New Homes on a portal is adhered to.

If we have your Branch ID and your EAF account has been connected successfully with your Rightmove and or Zoopla accounts, your development data will automatically upload 4 times per day at **8am, 4pm, 7pm and 12 midnight**. You cannot manually submit properties as the portals do not allow this functionality via New Home feeds.

Scheduling a Style Upload

If you wish to schedule the launch of a New Home style within a development, first set it as "Publish" long before one of the scheduled upload times, then immediately set a scheduled date and time on the record. This is done via the main New Homes summary list. Our system will then only include the listing within the data we send to portals on are just after the specified future date and time.

You can check which schedules you have set under the Schedule tab.

Unpublishing New Home Styles

Unpublishing content from the portals can be done in one of three ways depending on what exactly you want to remove and why. By unpublishing the development, our system will send an empty development which should then remove all styles and associated plots from the portal. We recommend speaking with the portal before doing this.

By setting a Style within a development as "Unpublish", that individual style will instead be removed and any others will remain published on the portal.

Note: by unpublishing a style, any schedule you have set will be removed as well.

By deleting a Style within a development, that individual style will be unpublished when we next update the portal while all other styles will remain.

Additional Help

For additional help using your EAF dashboard contact: support@estateagentfeeds.com

For help with your portal account or how New Homes are advertised, please contact your account manager at the relevant portal.