



TheListingWidget.com

For Syndication API Support

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TheListingWidget.com XML Feed Information

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1) Overview

XML is a specification for data transfer via the Internet. It allows for a simple way to represent a very complex data structure. Basically, however, it is a text file. Create a text file with data according to the format described under section 3 below, put it on a web server we can access, update your account with the URL to this file, and your properties in this file will automatically be included into our nightly syndication feeds.

What we do is import EVERY listing that you put into your XML file. So if a property isn't in it, we aren't syndicating it, even if it was in the file last night. So make sure any property you want syndicated is in your file. If you are new to XML or just looking for additional information, the www.xml.com website is a great starting point and gives you access to tutorials & other information to help you learn how to use it.

The basic process is that you would create this file in a text editor of your choice, put the properties in according to the specification below and save it to a folder accessible on your web server as a .xml file (EX: theListingWidget.xml). Then you would log into your account on TheListingWidget.com, go the Syndication area, and under defaults put in the URL to this file (EX: www.mywebsiteurl.com/thelistingwidget.xml) and your email address, click update, and you are good to go!

2) Structure

All fields are required. Most have a description of what value to include if the particular piece of data is unknown or you don't wish to include it. If any field is not included, **that particular property will not be included**. Most fields are also self-explanatory, other than some specific fields, which will be described after the structure. Several examples are also included at the end of this document.

3) Critical XML Information

The XML file format does not allow single quotes, double quotes, ampersands, greater than signs, or less than signs. Use the following table to replace these characters before including in your XML file. Make sure you include the semicolon at the end of the replacement value.

Description	Illegal Character	Replacement Value
Single Quote	'	'
Double Quote	"	"
Ampersand	&	&
Greater Than	>	>
Less Than	<	<

4) Feed Specification

```
<theListingWidgetFeed>
```

```
  <properties>
```

```
    <property>
```

```
      <agentInformation>
```

```
        <firstName>Agent's First Name</firstName>
```

```
        <lastName>Agent's Last Name</lastName>
```

```
        <emailAddress>Agent's Email Address</emailAddress>
```

```
        <phoneNumber>Agent's Contact Phone Number</phoneNumber>
```

```
        <company>Agent's Company Name</company>
```

```
      </agentInformation>
```

```
      <propertyInformation>
```

```
        <propertyID>Your Unique Listing ID</propertyID>
```

```
        <dateListed>Date the property was listed</dateListed>
```

```
        <address>Property Address</address>
```

```
        <unitNumber>Unit Number for the Property, n/a if not  
applicable</unitNumber>
```

```
        <city>City</city>
```

```

<state>State</state>

<zipCode>Zip Code</zipCode>

<neighborhood>Neighborhood or Area Common Name</neighborhood>

values</propertyType>
<propertyType>See Accompanying Text for acceptable

values</listingType>
<listingType>See Accompanying Text for acceptable

<status>See Accompanying Text for acceptable values</status>

<price>Price for the property, numeric only, no $ or commas</price>

<yearBuilt>Four digit year</yearBuilt>

unknown</squareFeet>
<squareFeet>Numbers only square footage, 0000 if

<lotSize>Number only lot size, 0000 if unknown</lotSize>

<mlsID>MLS ID, n/a if not listed or unknown</mlsID>

<bedrooms>numeric number of bedrooms</bedrooms>

<fullbathrooms>Number of full bathrooms</fullbathrooms>

<halfbathrooms>Number of half bathrooms</halfbathrooms>

<title>Title for the property</title>

formatting</description>
<description>Paragraph or so of descriptive text. No HTML or other

http://</listingURL>
<listingURL>REQUIRED! URL to property details web page, include

http://</imageURL>
<imageURL>REQUIRED! URL to property image include

<amenityList>

values</amenity>
<amenity>See Accompanying Text for acceptable

values</amenity>
<amenity>See Accompanying Text for acceptable

</amenityList>

</propertyInformation>

```

```
</property>
</properties>
</theListingWidgetFeed>
```

5) Specific Field Information

All of the items in the Agent Information field should be self explanatory. These fields will be ignored for an Agent Syndication Package, if your defaults are supplied via the website. Each feed **MUST** have it's own unique property ID which will be referred to in emails regarding errors.

All fields that ask for a **numeric** value require **numbers only** and no other characters! If you do not know the number or do not wish to put it in please use the characters or designations noted in the specification above.

Date Listed – REQUIRED! The date the property was listed. If you don't know, give a date like 1/1/2008 or something similar.

Neighborhood – REQUIRED! The complex name, the subdivision name, or the common name for the area would be acceptable values for this field

Property Type – Acceptable values are as follows: Single Family Home, Condo, Townhouse, Coop, Apartment, Multiple Family House, Commercial, Land, Mobile/Manufactured Home, or Farm/Ranch

Listing Type – Acceptable values are: Resale, Foreclosure, New Home

Status – Acceptable values are: Active, Pending, Sold, Withdrawn, For Rent, For Sale

Title – No formatting is allowed in this field. Simple text, numbers and punctuation is all that is allowed.

Description – Again, no formatting is allowed in this field either. Simple text, numbers and punctuation is all that is allowed.

Amenities – Include at least one of the following in between the <amenityList> tags. You could include them like so:

```
<amenityList>
  <amenity>A/C</amenity>
  <amenity>Balcony</amenity>
</amenityList>
```

The acceptable values for this area are: A/C, Alarm, Balcony, Basketball Courts, Cable/Sat TV, Carpeted Floors, Clubhouse, Communal Outdoor, Courtyard, Deck, Dishwasher, Disposal,

Doorman, Elevator, Fireplace, Furnished, Garden, Gas Range, Gated Community, Gym, Hardwood Floors, High Rise, Hot Tub, Internet Access, Laundry Room, Microwave, Parking, Pets OK, Playground, Private Outdoor, Pool, Refrigerator, Storage, Sun Deck, Tennis Court, Washer/Dryer, Washer/Dryer Hookups, Walkup

6) **Example Feed** (this is an example feed with 2 properties in it)

```
<theListingWidgetFeed>
  <properties>
    <property>
      <agentInformation>
        <firstName>Bob</firstName>
        <lastName>Smith</lastName>
        <emailAddress>bob@smith.com</emailAddress>
        <phoneNumber>310.555.1212</phoneNumber>
        <company>A-1 Realty</company>
      </agentInformation>
      <propertyInformation>
        <propertyID>1</propertyID>
        <dateListed>2/1/2008</dateListed>
        <address>2042 Stargate Drive</address>
        <unitNumber>n/a</unitNumber>
        <city>Los Angeles</city>
        <state>CA</state>
        <zipCode>90266</zipCode>
        <neighborhood>Hillsborough</neighborhood>
        <propertyType>Single Family Home</propertyType>
        <listingType>Resale</listingType>
        <status>Active</status>
        <price>269000</price>
        <yearBuilt>1972</yearBuilt>
        <squareFeet>1200</squareFeet>
        <lotSize>0000</lotSize>
        <mlsID>n/a</mlsID>
        <bedrooms>2</bedrooms>
        <fullbathrooms>1</fullbathrooms>
        <halfbathrooms>1</halfbathrooms>
        <title>Nice House in Great Area!</title>
        <description>2 Story Raised Ranch in great area, plenty of
room to expand. Area has got hiking trails, pond and other amenities!</description>
        <listingURL>http://www.a-1realty.com</listingURL>
        <imageURL>http://www.a-
1realty.com/2042Stargate1.jpg</imageURL>
```

```
<amenityList>
  <amenity>A/C</amenity>
  <amenity>Cable/Sat TV</amenity>
  <amenity>Carpeted Floors</amenity>
  <amenity>Clubhouse</amenity>
  <amenity>Deck</amenity>
  <amenity>Dishwasher</amenity>
  <amenity>Disposal</amenity>
  <amenity>Fireplace</amenity>
  <amenity>Gas Range</amenity>
  <amenity>Parking</amenity>
  <amenity>Pets OK</amenity>
  <amenity>Pool</amenity>
  <amenity>Refrigerator</amenity>
  <amenity>Storage</amenity>
  <amenity>Tennis Court</amenity>
  <amenity>Washer/Dryer Hookups</amenity>
</amenityList>
</propertyInformation>
</property>
<property>
  <agentInformation>
    <firstName>Ron</firstName>
    <lastName>White</lastName>
    <emailAddress>ron@b-2Realty.com</emailAddress>
    <phoneNumber>310.546.3825</phoneNumber>
    <company>B-2 Realty & Associates</company>
  </agentInformation>
  <propertyInformation>
    <propertyID>2</propertyID>
    <dateListed>4/3/2008</dateListed>
    <address>1600 Pennsylvania Avenue, NW</address>
    <unitNumber>n/a</unitNumber>
    <city>Washington</city>
    <state>DC</state>
    <zipCode>20500</zipCode>
    <neighborhood>The White House</neighborhood>
    <propertyType>Single Family Home</propertyType>
    <listingType>Resale</listingType>
    <status>Active</status>
    <price>1200000000</price>
    <yearBuilt>1790</yearBuilt>
    <squareFeet>100000</squareFeet>
    <lotSize>10000x10000</lotSize>
```

```
<mlsID>BG122541</mlsID>
<bedrooms>20</bedrooms>
<fullbathrooms>10</fullbathrooms>
<halfbathrooms>15</halfbathrooms>
<title>Great House in the Washington, DC</title>
<description>Great Location in Washington DC! Close to
everything, including the Captial building. Great anti-air and grenade
defenses.</description>
<listingURL>http://www.whitehouse.gov</listingURL>
<imageURL>http://www.visitingdc.com/images/white-
house-history.jpg</imageURL>
<amenityList>
  <amenity>A/C</amenity>
  <amenity>Cable/Sat TV</amenity>
  <amenity>Carpeted Floors</amenity>
  <amenity>Deck</amenity>
  <amenity>Dishwasher</amenity>
  <amenity>Disposal</amenity>
  <amenity>Fireplace</amenity>
  <amenity>Gas Range</amenity>
  <amenity>Parking</amenity>
  <amenity>Pets OK</amenity>
  <amenity>Storage</amenity>
  <amenity>Washer/Dryer Hookups</amenity>
</amenityList>
</propertyInformation>
</property>
</properties>
</theListingWidgetFeed>
```

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```
<theListingWidgetFeed>
```

```
  <properties>
```

```
    <property>
```

```
      <agentInformation>
```

```
        <firstName>Agent's First Name</firstName>
```

```
        <lastName>Agent's Last Name</lastName>
```

```
        <emailAddress>Agent's Email Address</emailAddress>
```

```
        <phoneNumber>Agent's Contact Phone Number</phoneNumber>
```

```
        <company>Agent's Company Name</company>
```

```
      </agentInformation>
```

```
      <propertyInformation>
```

```
        <propertyID>Your Unique Listing ID</propertyID>
```

```
        <dateListed>Date the property was listed</dateListed>
```

```
        <address>Property Address</address>
```

```
        <unitNumber>Unit Number for the Property, n/a if not  
applicable</unitNumber>
```

```
        <city>City</city>
```

```

<state>State</state>
<zipCode>Zip Code</zipCode>
<neighborhood>Neighborhood or Area Common Name</neighborhood>
values</propertyType>
<propertyType>See Accompanying Text for acceptable
values</listingType>
<listingType>See Accompanying Text for acceptable
<status>See Accompanying Text for acceptable values</status>
<price>Price for the property, numeric only, no $ or commas</price>
<yearBuilt>Four digit year</yearBuilt>
unknown</squareFeet>
<squareFeet>Numbers only square footage, 0000 if
<lotSize>Number only lot size, 0000 if unknown</lotSize>
<mlsID>MLS ID, n/a if not listed or unknown</mlsID>
<bedrooms>numeric number of bedrooms</bedrooms>
<fullbathrooms>Number of full bathrooms</fullbathrooms>
<halfbathrooms>Number of half bathrooms</halfbathrooms>
<title>Title for the property</title>
formatting</description>
<description>Paragraph or so of descriptive text. No HTML or other
http://</listingURL>
<listingURL>REQUIRED! URL to property details web page, include
http://</imageURL>
<imageURL>REQUIRED! URL to property image include
<amenityList>
    <amenity>See Accompanying Text for acceptable
values</amenity>
    <amenity>See Accompanying Text for acceptable
values</amenity>
</amenityList>
</propertyInformation>

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</property>
</properties>
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```

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Doorman, Elevator, Fireplace, Furnished, Garden, Gas Range, Gated Community, Gym, Hardwood Floors, High Rise, Hot Tub, Internet Access, Laundry Room, Microwave, Parking, Pets OK, Playground, Private Outdoor, Pool, Refrigerator, Storage, Sun Deck, Tennis Court, Washer/Dryer, Washer/Dryer Hookups, Walkup

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        <company>A-1 Realty</company>
      </agentInformation>
      <propertyInformation>
        <propertyID>1</propertyID>
        <dateListed>2/1/2008</dateListed>
        <address>2042 Stargate Drive</address>
        <unitNumber>n/a</unitNumber>
        <city>Los Angeles</city>
        <state>CA</state>
        <zipCode>90266</zipCode>
        <neighborhood>Hillsborough</neighborhood>
        <propertyType>Single Family Home</propertyType>
        <listingType>Resale</listingType>
        <status>Active</status>
        <price>269000</price>
        <yearBuilt>1972</yearBuilt>
        <squareFeet>1200</squareFeet>
        <lotSize>0000</lotSize>
        <mlsID>n/a</mlsID>
        <bedrooms>2</bedrooms>
        <fullbathrooms>1</fullbathrooms>
        <halfbathrooms>1</halfbathrooms>
        <title>Nice House in Great Area!</title>
        <description>2 Story Raised Ranch in great area, plenty of
room to expand. Area has got hiking trails, pond and other amenities!</description>
        <listingURL>http://www.a-1realty.com</listingURL>
        <imageURL>http://www.a-
1realty.com/2042Stargate1.jpg</imageURL>
```

```
<amenityList>
  <amenity>A/C</amenity>
  <amenity>Cable/Sat TV</amenity>
  <amenity>Carpeted Floors</amenity>
  <amenity>Clubhouse</amenity>
  <amenity>Deck</amenity>
  <amenity>Dishwasher</amenity>
  <amenity>Disposal</amenity>
  <amenity>Fireplace</amenity>
  <amenity>Gas Range</amenity>
  <amenity>Parking</amenity>
  <amenity>Pets OK</amenity>
  <amenity>Pool</amenity>
  <amenity>Refrigerator</amenity>
  <amenity>Storage</amenity>
  <amenity>Tennis Court</amenity>
  <amenity>Washer/Dryer Hookups</amenity>
</amenityList>
</propertyInformation>
</property>
<property>
  <agentInformation>
    <firstName>Ron</firstName>
    <lastName>White</lastName>
    <emailAddress>ron@b-2Realty.com</emailAddress>
    <phoneNumber>310.546.3825</phoneNumber>
    <company>B-2 Realty & Associates</company>
  </agentInformation>
  <propertyInformation>
    <propertyID>2</propertyID>
    <dateListed>4/3/2008</dateListed>
    <address>1600 Pennsylvania Avenue, NW</address>
    <unitNumber>n/a</unitNumber>
    <city>Washington</city>
    <state>DC</state>
    <zipCode>20500</zipCode>
    <neighborhood>The White House</neighborhood>
    <propertyType>Single Family Home</propertyType>
    <listingType>Resale</listingType>
    <status>Active</status>
    <price>1200000000</price>
    <yearBuilt>1790</yearBuilt>
    <squareFeet>100000</squareFeet>
    <lotSize>10000x10000</lotSize>
```

```
<mlsID>BG122541</mlsID>
<bedrooms>20</bedrooms>
<fullbathrooms>10</fullbathrooms>
<halfbathrooms>15</halfbathrooms>
<title>Great House in the Washington, DC</title>
<description>Great Location in Washington DC! Close to
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defenses.</description>
<listingURL>http://www.whitehouse.gov</listingURL>
<imageURL>http://www.visitingdc.com/images/white-
house-history.jpg</imageURL>
<amenityList>
  <amenity>A/C</amenity>
  <amenity>Cable/Sat TV</amenity>
  <amenity>Carpeted Floors</amenity>
  <amenity>Deck</amenity>
  <amenity>Dishwasher</amenity>
  <amenity>Disposal</amenity>
  <amenity>Fireplace</amenity>
  <amenity>Gas Range</amenity>
  <amenity>Parking</amenity>
  <amenity>Pets OK</amenity>
  <amenity>Storage</amenity>
  <amenity>Washer/Dryer Hookups</amenity>
</amenityList>
</propertyInformation>
</property>
</properties>
</theListingWidgetFeed>
```