

Zillow® Listings Feed Guide

TECHNICAL SPEC FOR V1.05 ZILLOW INTERCHANGE FORMAT

4/17/2008

CONTENTS

Overview	3
Revision History	3
FAQ	3
How do I sign up to submit my feed to Zillow?	3
What communication protocols do you support?	3
What kind of feed formats do you support?	3
Who do I contact in case something isn't working correctly?	4
XML Guidelines	4
Entity Reference	4
CDATA	4
Case Sensitivity	4
Feed Format	4
XML Specification	4
Element Descriptions	7
Example ZIF	13

OVERVIEW

This technical guide to the Zillow Listings Feed is intended for the technical team within a company that wishes to submit their feed to Zillow.com.

REVISION HISTORY

We have made the following updates to the Zillow Listings Feed Technical Spec:

Date	Revisions Made
8/31/2007	V1.0 Released
9/6/2007	V1.0.1: <ul style="list-style-type: none"> ▶ Added element for street intersection ▶ Added element for virtual tour link ▶ Added element for ZPID
9/13/2007	V1.0.2: <ul style="list-style-type: none"> ▶ Turned phone numbers into a single element ▶ Added element for legal description ▶ Noted that <email> element in feed does not have to be filled in if an alternate contact e-mail was provided
9/20/2007	V1.0.3: <ul style="list-style-type: none"> ▶ Added column in Element Specifications table to identify Basic Data fields
1/21/2008	V1.0.4: <ul style="list-style-type: none"> ▶ Added tag for displaying the property address
4/17/08	V1.0.5: <ul style="list-style-type: none"> ▶ Noted that property type is a required element ▶ Added vacant land as another property type option

FAQ

How do I sign up to submit my feed to Zillow?

Go to www.zillowfeeds.com, fillout the form, and enter the feed URL, if you have it. Then click “Submit”. We will contact you soon to share further details and to complete the setup process. If you encounter any problems, e-mail feeds@zillow.com for assistance.

What communication protocols do you support?

We support HTTP and FTP protocols. If your feed is password protected, please contact us at feeds@zillow.com and we’ll set things up to maintain that security.

What kind of feed formats do you support?

We support two types of XML feeds:

- ▶ **ZIF (Zillow Interchange Format):** This is our own feed format that will allow you to create rich listings on Zillow. See the Zillow Interchange Format specification.

- ▶ **TFF (Trulia Feed Format):** If you have a feed set up with Trulia, you can use that same format for Zillow.

Who do I contact in case something isn't working correctly?

Please contact Zillow Customer Support via e-mail at feeds@zillow.com.

XML GUIDELINES

Some characters will not display as intended after the XML is parsed. There are two different methods you can use to ensure that your text is displayed correctly.

Entity Reference

Please refer to the following table and replace any of these characters with the respective entity reference.

Character	Entity Reference	Description
&	&	Ampersand
'	'	Apostrophe
>	>	Greater Than
<	<	Less Than
"	"	Quotation Mark

CData

Enclose tag values in a CDATA section, as described in the following table.

Begin CDATA section	<![CDATA[
End CDATA section]]>
Example	<tag>![CDATA[The text that you provide goes here]]</tag>

Case Sensitivity

In addition to ensuring that your XML is parsed correctly, it is also important to note that the ZIF elements and corresponding values are case sensitive. For example, `<PropertyType>SingleFamily</PropertyType>` will be accepted successfully, whereas `<Propertytype>singlefamily</Propertytype>` will not be.

FEED FORMAT

By using the Zillow Interchange Format (ZIF), you can include as much detail about a home as you'd like. Obviously, the more information you can supply, the more attractive the home will be to a potential buyer.

The only fields required are address, contact e-mail, sale price, status, and property type; all of these fields are shown in bold in the XML below. However, if an alternate contact e-mail address is provided in the Zillow Listings Feed sign-up form (e.g., an e-mail address for a centralized call system), then the `<email>` field is not required in the feed.

XML Specification

```

<Listings/>
  <Listing/>
    <Location/>
      <StreetAddress/>
      <UnitNumber/>
      <City/>
      <State/>
      <Zip/>
      <ParcelId/>
      <ZPID/>
      <Lat/>
      <Long/>
      <County/>
      <StreetIntersection/>
      <DisplayAddress/>
    <ListingDetails/>
      <Status/>
      <Price/>
      <ListingUrl/>
      <MlsId/>
      <MlsName/>
      <DateListed/>
      <DateSold/>
      <VirtualTourUrl/>
    <BasicDetails/>
      <PropertyType/>
      <Title/>
      <Description/>
      <Bedrooms/>
      <Bathrooms/>
      <FullBathrooms/>
      <HalfBathrooms/>
      <LivingArea/>
      <LotSize/>
      <YearBuilt/>
    <Pictures/>
      <Picture/>
        <PictureUrl/>
        <Caption/>
    <Agent/>
      <FirstName/>
      <LastName/>
      <EmailAddress/>
      <PictureUrl/>
      <OfficeLineNumber/>
      <MobilePhoneNumber/>
      <FaxLineNumber/>
    <Office/>
      <BrokerageName/>
      <StreetAddress/>
      <UnitNumber/>
      <City/>

```

```
<State/>
<Zip/>
<OpenHouses/>
  <OpenHouse/>
    <Date/>
    <StartTime/>
    <EndTime/>
<Schools/>
  <District/>
  <Elementary/>
  <Middle/>
  <High/>
<Neighborhood/>
  <Name/>
  <Description/>
<RichDetails/>
  <AdditionalFeatures/>
  <Appliances/>
    <Appliance/>
  <ArchitectureStyle/>
  <Attic/>
  <BarbecueArea/>
  <Basement/>
  <BuildingUnitCount/>
  <CableReady/>
  <CeilingFan/>
  <CondoFloorNum/>
  <CoolingSystems/>
    <CoolingSystem/>
  <Deck/>
  <DisabledAccess/>
  <Dock/>
  <Doorman/>
  <DoublePaneWindows/>
  <Elevator/>
  <ExteriorTypes>
    <ExteriorType/>
  <Fireplace/>
  <FloorCoverings>
    <FloorCovering/>
  <Garden/>
  <GatedEntry/>
  <Greenhouse/>
  <HeatingFuels/>
    <HeatingFuel/>
  <HeatingSystems/>
    <HeatingSystem/>
  <HottubSpa/>
  <Intercom/>
  <JettedBathTub/>
  <Lawn/>
  <LegalDescription/>
  <NewConstruction/>
  <MotherInLaw/>
```

```

<NumFloors/>
<NumParkingSpaces/>
<ParkingTypes/>
  <ParkingType/>
<Patio/>
<Pond/>
<Pool/>
<Porch/>
<RoofTypes/>
  <RoofType/>
<RoomCount/>
<Rooms/>
  <Room/>
<RvParking/>
<Sauna/>
<SecuritySystem/>
<Skylight/>
<SportsCourt/>
<SprinklerSystem/>
<VaultedCeiling/>
<ViewTypes/>
  <ViewType/>
<Waterfront/>
<Wetbar/>
<WhatOwnerLoves/>
<Wired/>
<YearUpdated/>
<Taxes/>
  <Tax/>
    <Year/>
    <Amount/>

```

Element Descriptions

Some of the elements are labeled “Multiples Allowed”. These elements can have multiple selections nested within them. For example, to specify that a property has both a mountain view and a water view, the XML would look like this:

```

<ViewTypes>
  <ViewType>Mountain</Viewtype>
  <ViewType>Water</Viewtype>
</ViewTypes>

```

Basic Data fields as referenced in the Zillow Listings Feed Terms of Use are those fields in the ZIF which are identified in the table below or analogous fields in any other data format used to provide data to Zillow

Element	Required	Basic Data	Format	Description (when not self-explanatory)
<Location/>				
<StreetAddress/>	Yes	Yes		
<UnitNumber/>	No	Yes		

<City/>	Yes	Yes		
<State/>	Yes	Yes	Two-letter abbreviation	
<Zip/>	Yes	Yes	Basic five-digit zip	
<ParcelId/>	No	Yes		
<ZPID/>	No	Yes	Eight-digit Zillow property ID	Zillow Property ID—ID number can be found in the URL of any home found on Zillow trailing zpid= or zprop=
<Lat/>	No	Yes	6 decimals preferred	Latitude coordinate
<Long/>	No	Yes	6 decimals preferred	Longitude coordinate
<County/>	No	Yes		
<StreetIntersection/>	No	Yes	Street name 1 + Street name 2	Street Intersection of property in case Street Address is not available
<DisplayAddress>	No	No	Yes/No	Defines if the address should be displayed on Zillow (Defaults to Yes if not populated)
<ListingDetails/>				
<Status/>	Yes	Yes	<ul style="list-style-type: none"> • Active • Pending • Sold 	
<Price/>	Yes	Yes		
<ListingUrl/>	No	No	Including http://	
<MlsId/>	No	No		
<MlsName/>	No	No		
<DateListed/>	No	Yes	yyyy-MM-dd	Date that property first went on the market
<DateSold/>	No	Yes	yyyy-MM-dd	If Status = sold, the date of the sale
<VirtualTourUrl/>	No	No	Including http://	Link that points to listing virtual tour
<BasicDetails/>				
<PropertyType/>	Yes	Yes	<ul style="list-style-type: none"> • SingleFamily • Condo • Townhouse • Coop • MultiFamily • Manufactured • VacantLand • Other 	The type of dwelling
<Title/>	No	No		
<Description/>	No	No		
<Bedrooms/>	No	Yes		

⟨Bathrooms/⟩	No	Yes		Bathrooms are computed based on the presence of a bath tub, shower, toilet and sink, and are totaled in quarter increments. For example, a quarter-bath is a sink or a toilet; a half-bath is a sink and toilet; a three-quarters bath is a sink, toilet and shower; and a full bath is a room with a toilet, sink and bathtub. A full bath may or may not include a shower.
⟨FullBathrooms/⟩	No	Yes		Full bath contains a toilet, sink and bathtub
⟨HalfBathrooms/⟩	No	Yes		Half-bath contains a sink and toilet
⟨LivingArea/⟩	No	Yes	In square feet	Generally, only finished, heated space counts, such as the main finished floors, a finished basement, and/or a finished attic
⟨LotSize/⟩	No	Yes	In acres	
⟨YearBuilt/⟩	No	Yes		
⟨Pictures/⟩				
⟨Picture/⟩	No	No		Multiples Allowed; Up to 50 photos, 5MB max each; First picture will be used for main picture
⟨PictureUrl/⟩	No	No	Including http://	Link that points to listing picture
⟨Caption/⟩	No	No		Short image caption
⟨Agent/⟩				
⟨FirstName/⟩	No	No		
⟨LastName/⟩	No	No		
⟨EmailAddress/⟩	Yes	No		
⟨PictureUrl/⟩	No	No	Including http://	
⟨OfficeLineNumber/⟩	No	No	xxx-xxx-xxxx	
⟨MobilePhoneLineNumber/⟩	No	No	xxx-xxx-xxxx	
⟨FaxLineNumber/⟩	No	No	xxx-xxx-xxxx	
⟨Office/⟩				
⟨BrokerageName/⟩	No	No		
⟨StreetAddress/⟩	No	No		
⟨UnitNumber/⟩	No	No		
⟨City/⟩	No	No		
⟨State/⟩	No	No	Two-letter abbreviation	
⟨Zip/⟩	No	No	Basic five-digit zip	
⟨OpenHouses/⟩				
⟨OpenHouse/⟩	No	No		Multiples Allowed
⟨Date/⟩	No	No	yyyy-MM-dd	
⟨StartTime/⟩	No	No	hh:mm (i.e. 15:30)	
⟨EndTime/⟩	No	No	hh:mm	

Schools/				
<District/>	No	No		Primary school district
<Elementary/>	No	No		Primary elementary school
<Middle/>	No	No		Primary middle school
<High/>	No	No		Primary high school
Neighborhood/				
<Name/>	No	No		
<Description/>	No	No		
RichDetails/				
<AdditionalFeatures/>	No	No		Comma-separated list of additional features not already available as a ZIF element.
<Appliances/>	No	No		Multiples Allowed
<Appliance/>	No	No	<ul style="list-style-type: none"> • Dishwasher • Dryer • Freezer • GarbageDisposal • Microwave • RangeOven • Refrigerator • TrashCompactor • Washer 	
<ArchitectureStyle/>	No	No	<ul style="list-style-type: none"> • Bungalow • CapeCod • Colonial • Contemporary • Craftsman • French • Georgian • Loft • Modern • Queen AnneVictorian • RanchRambler • SantaFePuebloStyle • Spanish • Split-level • Tudor • Other 	
<Attic/>	No	No	Yes	
<BarbecueArea/>	No	No	Yes	
<Basement/>	No	No	Yes	
<BuildingUnitCount/>	No	No		Number of units in building, for condos, co-ops or multi-family only
<CableReady/>	No	No	Yes	
<CeilingFan/>	No	No	Yes	
<CondoFloorNumber/>	No	Yes		Floor that property is on, for condos and co-ops only
<CoolingSystems/>	No	No		Multiples Allowed

<CoolingSystem/>	No	No	<ul style="list-style-type: none"> • None • Central • Evaporative • Geothermal • Wall • Solar • Other 	
<Deck/>	No	No	Yes	
<DisabledAccess/>	No	No	Yes	
<Dock/>	No	No	Yes	
<Doorman/>	No	No	Yes	
<DoublePaneWindows/>	No	No	Yes	
<Elevator/>	No	No	Yes	
<ExteriorTypes/>	No	No		Multiples Allowed
<ExteriorType/>	No	No	<ul style="list-style-type: none"> • Brick • CementConcrete • Composition • Metal • Shingle • Stone • Stucco • Vinyl • Wood • CementConcrete • WoodProducts • Other 	
<Fireplace/>	No	No	Yes	
<FloorCoverings/>	No	No		Multiples Allowed
<FloorCovering/>	No	No	<ul style="list-style-type: none"> • Carpet • Concrete • Hardwood • Laminate • LinoleumVinyl • Slate • Softwood • Tile • Other 	
<Garden/>	No	No	Yes	
<GatedEntry/>	No	No	Yes	
<Greenhouse/>	No	No	Yes	
<HeatingFuels/>	No	No		Multiples Allowed
<HeatingFuel/>	No	No	<ul style="list-style-type: none"> • None • Coal • Electric • Gas • Oil • PropaneButane • Solar • WoodPellet • Other 	Energy type for heating system
<HeatingSystems/>	No	No		Multiples Allowed

⟨HeatingSystem/⟩	No	No	<ul style="list-style-type: none"> • Baseboard • ForcedAir • HeatPump • Radiant • Stove • Wall • Other 	
⟨HottubSpa/⟩	No	No	Yes	
⟨Intercom/⟩	No	No	Yes	
⟨JettedBathTub/⟩	No	No	Yes	
⟨Lawn/⟩	No	No	Yes	
⟨LegalDescription/⟩	No	Yes		
⟨NewConstruction/⟩	No	No	Yes	Industry standard definition of whether property can be categorized as new construction
⟨MotherInLaw/⟩	No	No	Yes	
⟨NumFloors/⟩	No	No		
⟨NumParkingSpaces/⟩	No	No		Number of covered parking spaces
⟨ParkingTypes/⟩	No	No		Multiples Allowed
⟨ParkingType/⟩	No	No	<ul style="list-style-type: none"> • Carport • GarageAttached • GarageDetached • OffStreet • OnStreet • None 	
⟨Patio/⟩	No	No	Yes	
⟨Pond/⟩	No	No	Yes	
⟨Pool/⟩	No	No	Yes	
⟨Porch/⟩	No	No	Yes	
⟨RoofTypes/⟩	No	No		Multiples Allowed
⟨RoofType/⟩		No	<ul style="list-style-type: none"> • Asphalt • BuiltUp • Composition • Metal • ShakeShingle • Slate • Tile • Other • Asphalt 	
⟨RoomCount/⟩	No	Yes		Total number of rooms. It should be greater than the sum of beds and baths
⟨Rooms/⟩	No	No		Multiples Allowed

⟨Room/⟩	No	No	<ul style="list-style-type: none"> • BreakfastNook • DiningRoom • FamilyRoom • LaundryRoom • Library • MasterBath • MudRoom • Office • Pantry • RecreationRoom • Workshop • SolariumAtrium • SunRoom • WalkInCloset 	
⟨RvParking/⟩	No	No	Yes	
⟨Sauna/⟩	No	No	Yes	
⟨SecuritySystem/⟩	No	No	Yes	
⟨Skylight/⟩	No	No	Yes	
⟨SportsCourt/⟩	No	No	Yes	
⟨SprinklerSystem/⟩	No	No	Yes	
⟨VaultedCeiling/⟩	No	No	Yes	
⟨ViewTypes/⟩	No	No		Multiples Allowed
⟨ViewType/⟩	No	Yes	<ul style="list-style-type: none"> • None • City • Mountain • Park • Territorial • Water 	
⟨Waterfront/⟩	No	Yes	Yes	
⟨Wetbar/⟩	No	No	Yes	
⟨WhatOwnerLoves/⟩	No	No		A description of what the current owner loves about the property
⟨Wired/⟩	No	No	Yes	Indicates that home has high-tech wiring
⟨YearUpdated/⟩	No	Yes		Year of last remodel
⟨Taxes/⟩				
⟨Tax/⟩	No	Yes		Multiples Allowed
⟨Year/⟩	No	Yes	yyyy	Tax year
⟨Amount/⟩	No	Yes		Property taxes for given tax year

EXAMPLE ZIF

An example of a feed containing one property is shown below.

```

<Listings>
  <Listing>
    <Location>
      <StreetAddress>125 Main St</StreetAddress>
      <UnitNumber>12</UnitNumber>
      <City>Seattle</City>
      <State>WA</State>

```

```

    <Zip>98117</Zip>
    <ParcelId>9144100029</ParcelId>
    <ZPID>49090369</ZPID>
    <Lat> 30.406706</Lat>
    <Long> -86.905379</Long>
    <County>King</County>
    <StreetIntersection>1st Ave + Main St </StreetIntersection>
    <DisplayAddress>Yes</DisplayAddress>
</Location>
<ListingDetails>
    <Status>Active</Status>
    <Price>459800</Price>
    <ListingUrl>http://BrokerSite.com/listing4874</ListingUrl>
    <MlsId>456789</MlsId>
    <MlsName>NWMLS</MlsName>
    <DateListed>2007-08-12</DateListed>
    <VirtualTourUrl>http://Site.com/VirTour123.wmv</VirtualTourUrl>
</ListingDetails>
<BasicDetails>
    <PropertyType>SingleFamily</PropertyType>
    <Title>Wonderful Ballard Charmer</Title>
    <Description>Great home on corner lot, with lots of charm &
    curb appeal.</Description>
    <Bedrooms>4</Bedrooms>
    <Bathrooms>2.5</Bathrooms>
    <FullBathrooms>2</FullBathrooms>
    <HalfBathrooms>1</HalfBathrooms>
    <LivingArea>2700</LivingArea>
    <LotSize>1.5</LotSize>
    <YearBuilt>1955</YearBuilt>
</BasicDetails>
<Pictures>
    <Picture>
        <PictureUrl>http://BrokerSite.com/photo123.jpg</PictureUrl>
        <Caption>Exterior View</Caption>
    </Picture>
    <Picture>
        <PictureUrl>http://BrokerSite.com/photo456.jpg</PictureUrl>
        <Caption>Master Suite</Caption>
    </Picture>
</Pictures>
<Agent>
    <FirstName>Alan</FirstName>
    <LastName>Smith</LastName>
    <EmailAddress>alan.smith@brokersite.com</EmailAddress>
    <PictureUrl>http://BrokerSite.com/alanpic.jpg</PictureUrl>
    <OfficeLineNumber>206-555-1212</OfficeLineNumber>
    <MobilePhoneLineNumber>206-888-1234</MobilePhoneLineNumber>
    <FaxLineNumber>206-555-1233</FaxLineNumber>
</Agent>
<Office>
    <BrokerageName>#1 Broker</BrokerageName>
    <StreetAddress>999 Washington St</StreetAddress>
    <UnitNumber>4600</UnitNumber>
    <City>Seattle</City>

```

```

    <State>WA</State>
    <Zip>98101</Zip>
</Office>
<OpenHouses>
  <OpenHouse>
    <Date>2007-09-25</Date>
    <StartTime>12:00</StartTime>
    <EndTime>15:00</EndTime>
  </OpenHouse>
  <OpenHouse>
    <Date>2007-10-06</Date>
    <StartTime>14:00</StartTime>
    <EndTime>17:30</EndTime>
  </OpenHouse>
</OpenHouses>
<Schools>
  <District>North Seattle</District>
  <Elementary>Capitol</Elementary>
  <Middle>Whitman</Middle>
  <High>Capitol</High>
</Schools>
<Neighborhood>
  <Name>Ballard</Name>
  <Description>Very friendly and walkable.</Description>
</Neighborhood>
<RichDetails>
  <AdditionalFeatures>Gazebo, Vegetable Garden</AdditionalFeatures>
  <Appliances>
    <Appliance>Dishwasher</Appliance>
    <Appliance>Refrigerator</Appliance>
  </Appliances>
  <ArchitectureStyle>Craftsman</ArchitectureStyle>
  <Attic>Yes</Attic>
  <Basement>Yes</Basement>
  <CableReady>Yes</CableReady>
  <CoolingSystems>
    <CoolingSystem>Wall</CoolingSystem>
  </CoolingSystems>
  <Deck>Yes</Deck>
  <DoublePaneWindows>Yes</DoublePaneWindows>
  <ExteriorTypes>
    <ExteriorType>Wood</ExteriorType>
    <ExteriorType>Brick</ExteriorType>
  </ExteriorTypes>
  <Fireplace>Yes</Fireplace>
  <FloorCoverings>
    <FloorCovering>Hardwood</FloorCovering>
    <FloorCovering>Carpet</FloorCovering>
    <FloorCovering>Laminate</FloorCovering>
  </FloorCoverings>
  <Garden>Yes</Garden>
  <HeatingFuels>
    <HeatingFuel>Oil</HeatingFuel>
  </HeatingFuels>
  <HeatingSystems>

```

```

    <HeatingSystem>ForcedAir</HeatingSystem>
  </HeatingSystems>
  <JettedBathTub>Yes</JettedBathTub>
  <Lawn>Yes</Lawn>
  <LegalDescription>3 WALLS 133.5 FT OF S 60 FT</LegalDescription>
  <NewConstruction>Yes</NewConstruction>
  <MotherInLaw>Yes</MotherInLaw>
  <NumFloors>2</NumFloors>
  <NumParkingSpaces>2</NumParkingSpaces>
  <ParkingTypes>
    <ParkingType>GarageAttached</ParkingType>
    <ParkingType>OffStreet</ParkingType>
  </ParkingTypes>
  <Patio>Yes</Patio>
  <Porch>Yes</Porch>
  <RoofTypes>
    <RoofType>ShakeShingle</RoofType>
  </RoofTypes>
  <RoomCount>11</RoomCount>
  <Rooms>
    <Room>DiningRoom</Room>
    <Room>FamilyRoom</Room>
    <Room>MasterBath</Room>
    <Room>Office</Room>
    <Room>Pantry</Room>
  </Rooms>
  <SecuritySystem>Yes</SecuritySystem>
  <Skylight>Yes</Skylight>
  <SprinklerSystem>Yes</SprinklerSystem>
  <ViewTypes>
    <ViewType>Mountain</Viewtype>
    <ViewType>Water</Viewtype>
  </ViewTypes>
  <Waterfront>Yes</Waterfront>
  <WhatOwnerLoves>View of sunset in the evening</WhatOwnerLoves>
  <YearUpdated>1984</YearUpdated>
  <Taxes>
    <Tax>
      <Year>2006</Year>
      <Amount>3125</Amount>
    </Tax>
    <Tax>
      <Year>2005</Year>
      <Amount>2919</Amount>
    </Tax>
  </Taxes>

```