

Publishing Your Office Property Listings On Real Estate Portals Other Than www.REMAX.com

Real.leads receives information on your office's property listings directly from your MLS(s) on a nightly basis. This information is used to support the property search features of your real.leads website, as well searches initiated on www.remax.com and www.REMAX-NewYork.com.

A subset of your property information can, in turn, be re-published to other web portals such as your local newspaper's website, Trulia, Zillow and Google. These portals provide additional exposure for your listings by providing a "thumbnail" of your property information to their anonymous visitors, each of whom are linked back to your real.leads website when looking for more information. This must be done at your request and with your consent.



To publish your listings to Zillow do the following:

1. Visit <http://www.zillow.com/feeds/Feeds.htm> to review the details of their program.
2. Click the **Submit Your Listings Feed** button at the bottom of the page.
3. Create an account for your office, as directed.
4. Complete the form on the **Zillow® Listings Feed Sign-Up** page. For **Feed protocol**: select "HTTP" and for **Feed URL** enter "http://[your primary office url]/datafeeds/propertylisttruliaxml.aspx".
5. Accept terms and submit.

Your feed will be live in an estimated 72 hours. No work is required after your initially setup the feed and they review and approve it. Listings will continue to be generated daily for this service.



To publish your listings to Trulia do the following:

1. Visit http://www.trulia.com/submit_listings.
2. Under the **Submit multiple listings with XML feed** section click on "Submit XML feed".
3. Enter "http://[your primary office url]/datafeeds/propertylisttruliaxml.aspx" as the **...data XML feed** entry and fill in the information about your company.
4. Agree to the terms, click **Submit** and complete the submission process.

Your feed will be reviewed and you will receive an e-mail confirmation when the listings are ready to be included in the Trulia searches. They may take on average 3 business days or more.

No work is required after you initially setup the feed and they review and approve it. Listings will continue to be generated daily for this service



If you do not have a Google account for your business, this is a good time to get started with one as Google continues to provide tools that are of great assistance to businesses.

It is important to remember that you should not be using your personal Google or Gmail account for the Real Estate Feed. You will be presented with a settings tab once you login to view the administration area for Google Base.

You can only associate one website for your feed listings so if you have two businesses, each one needs a separate Google account to create an external feed.

Initial Google Account Signup:

1. Pull up the following page: <http://www.google.com/base>.
2. Make sure on the top right it only displays a "Sign In" link and not your personal Gmail / Google account. If that is the case, click logout.
3. In the middle of the page there is a link to "Data Feed". Click that link and at the Google Login page click "Don't have a Google Account? Create an account now".
4. Fill in the basic information about your new Google account. And click "I accept create my account".
5. Check your e-mail for the activate link they provide to finish this portion of adding your real estate feed to Google base.
6. Once logged in, click the Data feed link again, sign in with your new Google account if you don't get redirected directly to the Google Base Administration dashboard.

Google Base Administration:

There are two main tabs containing information about your account and the XML Real Estate feed.

Settings Page:

Display name - Name of your company or organization. This name will be displayed with your items. Do not include promotional text here.

Description - No more than 400 characters.

Website URL

My Items Page:

There is a sub tab on the **My Items** tab for "Data feeds". You will be adding your feed from that link.

1. Click the "New Data Feed" button.
The next page should take you to the "Set up data feeds" page, but if there were setting edits that need to be made first, the "Settings" page will be displayed with the "Set up data feeds" as the next page.
2. Add the file name of your feed. Use the name datafeed.xml
3. Select Housing from the drop down list.
4. Click "Register data feed and continue to formatting instructions »"
5. On the next page click "I'm done formatting my file. Continue to upload »"

6. You are now back on the main **My Items** page. You will see your new feed and a column called **Uploads**. There is a schedule listing with an “edit” button. Click that “edit” button.
7. For the URL of your feed use:
[http://\[your primary office url\]/datafeeds/PropertyListGoogleBaseXML.aspx](http://[your primary office url]/datafeeds/PropertyListGoogleBaseXML.aspx)
8. Select a time for Google to look at your feed. Feeds are generated daily so you could select something like 8am EST. Google will continue checking back to your feed daily for updated listings.
9. Wait until the following day, and do some searches against <http://google.com/base> for your listings.

No work is required after you initially setup the feed and they review and approve it. Listings will continue to be generated daily for this service.