Rightmove Automated Datafeed Specification

Version 3i – Overseas

25/09/2009

Please address all enquiries to:

ADF Team
Rightmove.co.uk ltd,
Grafton Court
Winterhill
Milton Keynes
Buckinghamshire
MK6 1AJ

☎   0845 338 0076
✉   adfteam@rightmove.co.uk

Overview

Estate agents / Property Devleopers maintain one or more internal or external databases containing their current properties. The rightmove datafeed provides the facility for a bulk load from all or part of this in-house property system to be loaded onto the rightmove database and subsequently the rightmove site.

The automated datafeed (ADF) provides an effective mass synchronization of the in-house data (i.e. the master copy) and the data that is online via the rightmove.co.uk website.

Transferring Data

Data should be transferred to rightmove via an FTP client onto the secure rightmove server. This upload consists of two file types:
- Property Data
- Property Media (e.g. Images, Brochures, Floorplans, Maps, Virtual Tours)

The information will be loaded into the online rightmove.co.uk database on a daily basis, images and other media are transferred to a location from where the rightmove.co.uk website can access them. To reduce the transfer time the sender can select to ZIP one or more of these files.

Data Precedence

A key factor to consider when developing an upload is the precedence applied to the bulk file data and the data already in the rightmove.co.uk database. Within the data file each property is identified as belonging to a specific branch. During the loading of the bulk data into the rightmove.co.uk database ALL properties belonging to branches referenced in the bulk file are removed from the database and replaced with those in the bulk file.

In effect any branches loading via the datafeed have their entire property stock removed from rightmove and replaced with the contents of the newer data file.

If no data is received the branches properties will not be deleted and will therefore remain as per the previous bulk upload.

Media Processing

The data precedence set out above does not apply to other media. Property images can be sent either with the data file containing the property or at an earlier/later date. Additional media will typically be sent along with a property referenced in the data file.

When a property is processed from a property file a check is performed to see if any images for that property have also been received. If it has, the image (and a generated thumbnail image) is copied to the live images directory from where the rightmove site can reference them. This mapping between images and properties is described in greater detail in the DATA FILE FIELDS section.

A property does not have to have an associated image. If no image(s) is found for a property then a property will be displayed on the web site with a default image - 'Awaiting Image'

Images should be sent for all the following circumstances: Property uploaded for the first time, Image updated, Property resent to rightmove having been previously deleted (rightmove deletes all images when it deletes the associated property).

Data File Name

A unique file name with a time stamp is recommended; this will prevent newer files overwriting any older files held on the FTP server. The preferred naming convention is:

<BRANCHID><YYYY><MM><DD><SEQ NO.>

- **BRANCH ID -** This will be provided to you following the completion of initial testing, use the test ID as provided in the meantime.
- **SEQ NO.** - is the sequence number of the file (to allow multiple files on the same day)

Sample FILE NAME

<BRANCH_ID>2002101001 (*the file was generated on the 10th October 2002, Sequence number is 01 i.e. it was the first file sent on that day. The BRANCH ID will be supplied by rightmove*)

Data File Extension

There are two valid extensions for files that contain *property* data:

- .BLM (Bulk Load Mass)
- .BLT (Bulk Load Test)

Media File Name

Multiple Property Images, Floor Plans, Brochures and Virtual Tours for a property are supported by this version of the rightmove.co.uk format. Due to the number and variety of media types accepted, the following naming convention is mandatory. *(If the following naming convention is not followed data will not be processed).*

<AGENT_REF>_<MediaType>_<MediaIndexNumber>.<file extension>

- **AGENT_REF** - Please see the 'data file fields' section for further details
- **Media types -** Recognized media types
    - o IMG   Property Image / Photo
    - o FLP   Floor Plan
    - o STP   Site Plan
    - o DOC   Documents / Brochure
- **Media Index Number** - Index number starting with 00 to sequence the media for a property
- **File Extension –** Recognised file extension – such as JPG, GIF, & PDF.

Sample MEDIA FILE NAME

9054_ABC12_IMG_00.jpg (*where 9054 is the Branch ID, ABC12 is the Property Reference = AGENT_REF 9054_ABC12, IMG is the Media Type, and 00 is the Media Index Number and jpg is the file type. In this instance 00 indicates it is the first property image/photo of a property for branch 1 with a reference of ABC12*)

Media File Extension

Every media will have an extension of the internal format they represent. The different formats accepted by rightmove are restricted to:

IMG   Only JPG Format Only JPG & GIF Formats at present (PNG to come)

FLP   Only JPG Format Only JPG & GIF Formats at present (PNG to come)
STP   Only JPG Format Only JPG & GIF Formats at present (PNG to come)
DOC   Only PDF Format

Data Section Summary

The rightmove data file format is divided into 3 sections. The HEADER section, the DEFINITION Section, and the DATA Section. The sections are separated by section tags; they are #HEADER#, #DEFINITION#, #DATA#.

The end of each section is marked by the subsequent section tag, and the end of the file is marked by the tag #END#.

The sections tag should be appear in an individual line in upper case. The order of appearance of the each section is fixed and should be #HEADER#, #DEFINITION#, #DATA#, and #END#

Sample FILE STRUCTURE
#HEADER#
Version : 3i
EOF : '^'
EOR : '|'

#DEFINITION#
AGENT_REF^HOUSE_NAME_NUMBER ^ STREET_NAME^ OS_TOWN_CITY ^OS_REGION^…|

#DATA#
9054_ABC12^30^ELSTREET^MALAGA^MALAGA^…|
…
#END#

Data File HEADER Section

The top section of the data file is identified by the tag #HEADER#. It is designed to contain useful information about the data in the file. Each piece of information in this header should be printed as an attribute and value pair in an individual line:

<Attribute><Single Space>:<Single Space><Value>

A number of the attributes are mandatory in the header, without those the data file will be rejected. In addition to mandatory and non-mandatory attributes, the feed provider is free to add their own attributes.

Rightmove Mandatory Attributes
- **Version -** Should specify the format version of the data file. The value for this format is 3i
- **EOF -** Single character that is used to delimit the fields in the property data. Recommended '^'
- **EOR -** Single character that is used to delimit individual property records. Recommend – '|'

Sample HEADER
#HEADER#
Version : 3i
EOF : '^'
EOR : '|'

The EOF and EOR record delimiters should be chosen carefully. They should not appear in any field data.

Data File DEFINITION Section

This section contains information about the fields that are included in the data file and the order of those fields. In the version 3i the feed provider chooses the fields they would like to include. The fields have to be chosen from the set of available fields (ref rightmove fields table), there are set of mandatory fields that have to be included in all records and in all files. The order of the fields can be changed, but it is recommended to follow the same order as in the rightmove fields table.

The rightmove fields table may be updated with additional fields to support enhanced functionality and allow the feed provider to utilise the extra features in their own timescales. You will be advised when such changes are to be made.

All the fields the feed provider chooses to include in the data file have to be arranged one after another, delimited by the field delimiter specified in the HEADER section. Field names should match the supplied list.

The final field should be finished with the EOF delimiter and then EOR delimiter.

All the MEDIA fields MUST appear after all other fields.

Sample DEFINITION
#DEFINITION#
AGENT_REF^HOUSE_NAME_NUMBER^STREET_NAME^OS_TOWN_CITY^OS_REGION^ZIPCODE^ COUNTRY_CODE^FEATURE1^FEATURE2^FEATURE3^FEATURE4^FEATURE5^FEATURE6^FEATUR E7^FEATURE8^FEATURE9^FEATURE10^SUMMARY^DESCRIPTION^BRANCH_ID^STATUS_ID^BE DROOMS^PRICE^PRICE_QUALIFIER^PROP_SUB_ID^DISPLAY_ADDRESS^PUBLISHED_FLAG^T RANS_TYPE_ID^MEDIA_IMAGE_00^MEDIA_IMAGE_TEXT_00^MEDIA_IMAGE_01^ MEDIA_IMAGE_TEXT_01^|

Data File DATA Section

This section contains all the property data. Each field in the property data should correspond to the fields chosen in the DEFINITION section and be in the same order. The fields should be separated by the chosen field delimiter and each property record should be separated by the chosen record delimiter.

It is recommended that a new line or a carriage return character be included after every record delimiter to increase the readability of the raw data file.

The final field of each record should be finished with the EOF delimiter and then EOR delimiter.

Sample DATA
#DATA#
9054_ABC12^30^Millstream Way^^^Leighton Buzzard^LU7^3WJ^Gas Central Heating^Landscaped Gardens^Double Glazed^Garage^^a.n.agent are delighted to offer this tastefully decorated end of terrace property, built approximately ten years ago by....^a.n.agent are delighted to offer this tastefully decorated end of terrace property, built approximately ten years ago by...Entrance; adsfklajfdsfafadf, Lounge: 22' X 5'......^9054^0^2^125000^2^2^2002-10-10 19:24:00^2002-10-10 19:24:00^Millstream Way, LeightonBuzzard^0^1^9054_ABC12_00.jpg^Garden^9054_ABC12_01.jpg^Lounge^|

9054_ABC27^27, Green Close^RG1^0^...|

...
#END#

Salient points of the DATA section

- **All property records must have the same number of fields as the definition section**. If you state in the definition that each property will have 6 images but one of the properties only has 3 then the deficit should be made up with blank fields to ensure all records contain the same number of fields. All the files processed by rightmove are converted into UNIX format before loading.
- The file can contain multiple properties from multiple branches with the unique Branch ID distinguishing each.
- The EOF and EOR record delimiters should be chosen carefully. They must not appear in any data of any field. If you are aware that agents are using the character '|' for example then a '|' would be a more advisable end of record delimiter.
- New line or carriage returns do not delimit the data, and in most places they are considered part of the data. They should be avoided in all the fields except descriptive fields like the "Summary" and "Description".
- All the date fields should be of format "YYYY-MM-DD HH24:MI:SS"
- Leading and trailing blank spaces in the field will be considered as part of the data. It is better not to include spaces before or after field data.
- Use of HMTL tags in the SUMMARY fields is not permitted. They may be removed fully or partially, and will have an unpredictable effect when displayed on the rightmove.co.uk site. They may be used sparingly within the DESCRIPTION field, but should be restricted to bold, italics, underline.
- All fields in the DEFINITION section must appear in the DATA section even when their values are empty.

DATA FILE FIELDS

Rightmove Data Fields

The rightmove recognized data fields are the collection of fields that have a specific meaning to the rightmove system. If a field is included in the data file that is not a rightmove recognized data field then the system ignores that field.

Every field has a set of constraints that the data should adhere to. These constraints can be classified as:

Field Classification

- **Mandatory and Non Mandatory -** This indicates whether the field should be included in every data file record or not. Failure to include a mandatory field in a data file would result in the rejection of the whole data file.
- **Recursive and Non-Recursive -** This indicates whether the field can be included more than once with a different index number. E.g. IMG_<n> is the property photo column which can be included in the data file as IMG_00, IMG_01 to feed two images for every property.
- **Nullable and Not-Nullable -** This indicates whether the field value can be empty or not. This constraint is tested during the "Verify and Load" process, and if it fails that property is rejected. E.g. A field can be mandatory and the data not mandatory, nullable – so it HAS to be included in the property record but can be left empty.

  Please read the fields table on the following page to find out which fields are mandatory and data mandatory

Field	Field Name	Data Type	Length	Field Mandatory	Data Mandatory	Recursive	Redundant	Description
1.	AGENT_REF	Char	20	**Y**	Y			It is combination of Branch_ID and agents property reference. **<BRANCH_ID>_<AGENTPROPREFERENCE>** This identification has to be unique within the site The agent reference should not contain any special characters or spaces except underscore ('_').
2.	HOUSE_NAME_NUMBER	Char	60	**Y**	Y			First part of the address (e.g.30 or Swiss Cottage). This will not be displayed on the live rightmove site.
3.	STREET_NAME	Char	100	**Y**	Y			The correct street name should be provided.
4.	OS_TOWN_CITY*	Char	100	**Y**	Y			The closest **large town or city** should be provided as this will be used to map the property to a searchable overseas location on the live rightmove site. E.g. Miami (see 'OS_TOWN_CITY' notes on the next page)
5.	OS_REGION*	Char	100	**Y**	Y			Property location, this will be used to map the property to a searchable overseas location on the live rightmove site. E.g. Florida (see 'OS_REGION' notes on the next page)
6.	ZIPCODE	Char	100	N	N			Postcode/Zipcode of the property where available.
7.	COUNTRY_CODE	Char	2	**Y**	Y			2 digit country codes(e.g. ES for Spain) (ISO 3166)
8.	FEATURE1	Char	60	Y	Y			*See notes on data quality*
9.	FEATURE2	Char	60	Y	Y			*See notes on data quality*
10.	FEATURE3	Char	60	Y	Y			*See notes on data quality*
11.	FEATURE4	Char	60	Y	Y			*See notes on data quality*
12.	FEATURE5	Char	60	Y	Y			*See notes on data quality*
13.	FEATURE6	Char	60	N	N			*See notes on data quality*
14.	FEATURE7	Char	60	N	N			*See notes on data quality*
15.	FEATURE8	Char	60	N	N			*See notes on data quality*
16.	FEATURE9	Char	60	N	N			*See notes on data quality*
17.	FEATURE10	Char	60	N	N			*See notes on data quality*
18.	SUMMARY	Char	1k	**Y**	Y			*Only 200 characters will be displayed on site. See notes on data quality*
19.	DESCRIPTION	Char	32k	**Y**	Y			*All overseas properties require a minimum description of 1000 characters*
20.	CREATE_DATE	Date		**Y**	N			YYYY-MM-DD HH:MI:SS
21.	UPDATE_DATE	Date		**Y**	N			YYYY-MM-DD HH:MI:SS
22.	BRANCH_ID	Num		**Y**	Y			A valid Branch ID provided by rightmove
23.	STATUS_ID	Num		**Y**	Y			0 - Available,
24.	BEDROOMS	Num		**Y**	Y			Number of Bedrooms
25.	PRICE	Num		**Y**	Y			Price of Property
26.	PRICE_QUALIFIER	Num		**Y**	N			0 - Default, 2 - Guide Price, 4 - Offers Over, 5 – OIRO, 7 – From, 11 – Fractional Ownership *This field can be null, use of any other value than those listed here will lead to a property being rejected*
27.	PROP_SUB_ID	Num		**Y**	Y			One of the valid property types. Ref. Property Type table
28.	DISPLAY_ADDRESS	Char	120	**Y**	Y			Address of the property that should be displayed on site
29.	PUBLISHED_FLAG	Num		**Y**	Y			0 - Hidden/invisible, 1 – Visible

30.	TRANS_TYPE_ID	Num		**Y**	Y		1 – Resale , 2 - Lettings
31.	NEW_HOME_FLAG	Char	1				Y - New Home, N or empty - Non new home property
32.	MEDIA_IMAGE_<n>	Char	100	Y	Y	Y	Name of the property photo. MEDIA_IMAGE_00 is the MAIN photo that would be shown on site (Please Note: each property requires a minimum of 3 images).
33.	MEDIA_IMAGE_TEXT_<n>	Char	20			Y	Caption to go with the image of that index number.
34.	MEDIA_FLOOR_PLAN_<n>	Char	100			Y	Name of the property floor plan file
35.	MEDIA_FLOOR_PLAN_TEXT_<n>	Char	20			Y	Caption to go with the floor plan of that index num
36.	MEDIA_DOCUMENT_<n>	Char	200			Y	Name of the property document file or the URL
37.	MEDIA_DOCUMENT_TEXT_<n>	Char	20				Caption to go with the document of that index number.
38.	MEDIA_VIRTUAL_TOUR_<n>	Char	200			Y	Virtual tour file URL
39.	MEDIA_VIRTUAL_TOUR_TEXT_<n>	Char	20			Y	Caption to go with the virtual tour of that index number.

* OS_TOWN_CITY

OS_TOWN_CITY – This is a **mandatory** field.

It is required that the closest large town or city name is provided here.

By doing so, the number of searchable areas the property can appear in are increased giving each property greater coverage.

The town /city relates to the base level of the overseas search. i.e. Spain > Malaga> **Malaga**

* OS_REGION

OS_REGION – This is a **mandatory** field.

It is required to ensure accuracy in property location placement.

The region relates to the mid - level of the overseas search. i.e. Spain > **Malaga**

This is the most commonly used search level selected by users when performing overseas searches within a country.

DATA QUALITY CRITERIA for GO - LIVE

Each Agent that loads Overseas properties to Rightmove.co.uk, is required to confirm to the following criteria in order for their properties being made live on the Rightmove website.

- o Each branch is required to load a minimum of 60 properties, failing this the branch will remain invisible
- o Each property is required to have a minimum of 5 FEATURE fields populated and displaying on site
- o Each property is required to have a minimum of 1000 characters of descriptive text in the DESCRIPTION field and displaying on site
- o Each property is required to have a minimum of 3 IMAGES displaying

As already mentioned, failure to conform with these criteria will result in the properties/branch not being made visible on the Rightmove.co.uk website.

Property Descriptions - Providing Full Details

Maximising the amount of information that is available to users of the site has strong business benefits for estate agents. It reduces operational costs in responding to user requests for property information (e.g. answering queries, printing and postage), as the full information will be available on the site to the user. It also attracts more vendors to advertise with an agent, as they will feel that their property will be well marketed to prospective buyers.

Look at building up information from all the information you store. For example if you store room details separately, look at adding this information into your descriptions. Quite simply, the more information you are able to build up, the more attractive the property details will appear to users.

The property summary is only 200 characters on the rightmove.co.uk site. Any large descriptions being placed in here will be truncated to 200 characters; as a result you should consider duplicating this information within the full property description. In general the 'full details' are best placed in the full property description which has a character limit of 32,000.

Property Features (Fields 11 – 20) should be used to highlight the properties unique selling points, in much the same way as an estate agents window card – or the main selling points of the property e.g. 'close to beach', 'near golf course'

We've identified the following as what constitutes full details for the majority of estate agents:

- Full property descriptions – including descriptions of rooms and all features of the house. Most users would hope for several paragraphs of information as a minimum. Together with room dimensions where appropriate.
- Multiple images of the Property – both photographs and floorplans
- A brochure of the property – this is perhaps what agents currently print off and post to applicants and can be provided to rightmove as a PDF or link to a PDF
- Virtual Tour information, in the form of a URL link.

PROPERTY TYPES

The following property type codes must be used in the Prop_Sub_ID field. The property sub type is displayed alongside the property on rightmove.co.uk. Each property sub type corresponds to a particular category of property. It is *this* category that is in the search criteria on the website.

PROP_SUB_ID	Property Type	Search Criteria Type
0	Not Specified	Not Specified(i.e. the property will only be found if no property type is selected)
1	Terraced	Houses
2	End Terraced	Houses
3	Semi-Detached	Houses
4	Detached	Houses
5	Mews	Houses
6	Cluster House	Houses
7	Ground Flat	Flats / Apartments
8	Flat	Flats / Apartments
9	Studio	Flats / Apartments
10	Ground Maisonette	Flats / Apartments
11	Maisonette	Flats / Apartments
12	Bungalow	Bungalows
13	Terraced Bungalow	Bungalows
14	Semi-Detached Bungalow	Bungalows
15	Detached Bungalow	Bungalows
16	Mobile Home	Mobile Homes
17	Hotel	Guest House/Hotel
18	Guest House	Guest House/Hotel
19	Commercial Property	Comm Property & Land
20	Land	Comm Property & Land
21	Link Detached House	Houses
22	Town House	Houses
23	Cottage	Houses
24	Chalet	Houses
25	Character	Character
26	House	Houses
27	Villa	Houses
28	Apartment	Flats & Maisonettes
29	Penthouse	Flats & Maisonettes
30	Finca	Houses
43	Barn Conversion	Character Property
44	Serviced Apartments	Flats / Apartments
45	Parking	Garage / Parking
46	Sheltered Housing	Retirement Property
47	Retirement Property	Retirement Property
48	House Share	House / Flat Share
49	Flat Share	House / Flat Share
50	Park Home	Mobile Homes
51	Garages	Garage / Parking
52	Farm House	Character Property
53	Equestrian	Character Property

Definitions

- **PROP_SUB_ID** This is the number that is used in field 20 of the feed to identify the corresponding property type
- **Property Type** This is the actual property type that corresponds to that ID. It is this that will be displayed on the rightmove.co.uk site.
- **Search Criteria Type** This is the property type under which the user will search to find the corresponding property sub type.

TESTING DATAFEEDS

Testing New Datafeeds

Initial Testing

All test data should be emailed directly to adfteam@rightmove.co.uk. These files will be tested and any errors found fed back. This iterative process continues until the file structure we require is achieved.

Following the successful completion of initial testing we move onto automated testing of both the file format and the transfer procedure.

Version 3i - Please use **9054** as the BRANCH_ID for testing purposes

Initial testing is used to ensure the overall integrity and accuracy of the datafile.

Second Stage Testing

FTP Username, and password will be provided separately.

This second stage testing requires the data files to be transferred directly onto our FTP server and is used to test the process from 'end to end'.

The test file will need to be placed in **/test/upload** directory - when you initially log in you will be in the root directory. The test images also need to be placed in this folder and can be zipped together with the text file if desired.

Once done please let the ADF Team member know who you are testing with and they will have the test kicked off manually. The properties are then loaded onto the rightmove test environment - this is a replica of the live rightmove site and can be used to view the properties as they will appear on the live site.

Once complete and successful the ADF Team will provide a link for you to be able to view the properties.

A series of reports which summarise the feed results are also produced following each test which can be downloaded from the FTP server. These are located in sub directory **/test/reports**.

Processing Live Data Files

Version 3i

Following successful testing you will be provided with the Branch ID(s) for the any members that have indicated they wish to load via your software.

A Branch ID is created when a member estate agent is set up in the rightmove database. Estate agency membership to rightmove is subject to our terms and conditions (charges apply).

On an ongoing basis rightmove will provide you with the Branch ID of any member that request an upload from your software.

Transferring Data

Data is sent to rightmove via FTP. The data files should be placed into the **live/upload** directory on the FTP server each night 20 minutes before or 20 minutes after the feed times of 00:00, 08:00, 16:00, and 20:00.

These files are then automatically processed and loaded onto the rightmove live site. PLEASE NOTE – all branches will be invisible until rightmove has checked and had the data signed off by the estate agent, at which point the branch and its properties will be made visible ('live').

Document Control

Prepared by: Simon Zacharzewski

Date: 04/04/2008

Version: 1.3

Date	Revision	Initials	Description of Change
05/07/04	1.0	DF	Initial draft
19/09/2006	1.1	SZ	Some revision to mandatory fields, and regions.
19/02/2008	1.2	SZ	Amendments to mandatory data fields and mandatory data
04/04/2008	1.3	SZ	DESCRIPTION field Description amended – **1000 words** instead of *1000 characters*