



## **Rightmove Automated Datafeed Specification**

### **Version 3i – Overseas**

### **Revision 1.5**

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**DOCUMENT CONTROL**

<b>Date</b>	<b>Revision</b>	<b>Initials</b>	<b>Reason for Change</b>
05/07/2004	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	<p><b>DESCRIPTION field description amended</b></p> <ul style="list-style-type: none"> <li>- 1000 words instead of 1000 characters</li> </ul>
20/09/2011	1.4	ML	<p><b>Addition of table of contents</b></p> <p><b>Addition of media dimensions section</b></p> <ul style="list-style-type: none"> <li>- Images</li> <li>- Floor plans</li> </ul> <p><b>Amendment to feature field character length</b></p> <ul style="list-style-type: none"> <li>- 60 to 200</li> </ul> <p><b>Addition of price data section</b></p> <p><b>Addition of Gazetteer data section</b></p> <p><b>Rewrite of OS_TOWN_CITY and OS_REGION section</b></p> <p><b>Amendments to Data Quality section</b></p> <p><b>Property Type field</b></p> <ul style="list-style-type: none"> <li>- Equestrian to equestrian facility</li> <li>- Additional commercial property types</li> </ul> <p><b>Addition of diagrams of data fields on a property record</b></p>
11/10/2011	1.5	ML	<p><b>Property Type field</b></p> <ul style="list-style-type: none"> <li>- Retail – High Street to Retail Property (high street)</li> <li>- Retail – Out of Town to Retail Property (out of town)</li> <li>- Factory / Manufacturing to Factory</li> <li>- Self Storage to Storage</li> <li>- Research / Development Facility to Research &amp; Development Facility</li> <li>- Marine to Marine Property</li> <li>- 3 additional commercial property types</li> <li>- Change of property sub ID 17 to 202 (hotel)</li> <li>- Change of property sub ID 18 to 277 (guest house)</li> <li>- Removal of property sub ID 253 (other)</li> </ul>

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### Overview

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Estate agents / Property Developers 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.

As well as providing a bulk loading facility, which caters for the normal daily data synchronisation, there is a facility for test uploads. The test facility provides a way for 'Estate Agents' or 'Software Providers' to test their bulk load files without having the data put onto the live site. Using this facility enables developers to refine their file generation and transfer without impacting upon the 'Agent's' online properties.

### Transferring Data

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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, Floor plans, 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.

**\*\*Please Note\*\*** - *To reduce the transfer time the sender can select to ZIP one or more of these files but please ensure all data is in the root of zip file and not within sub directories.*

### Data Precedence

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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

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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 a later date. **Additional media should 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

***\*\*Please Note\*\**** - *Rightmove deletes all images when it deletes the associated property or if images are not referenced in the BLM file!*

### **Data File Name and Individual ZIP files per branch**

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A unique ZIP file is recommended per branch; which will allow the troubleshooting of files to be actioned quicker. These ZIP files should be named with just the **BRANCH ID**.

The BLM within the ZIP should have a unique file name; which is in order for the prevention of files overwriting each other.

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 ZIP and BLM FILE NAME**

**9054.ZIP** (where 9054 is the branch id)

**9054\_2002101001** (where 9054 is the branch id, the file was generated on the 10<sup>th</sup> October 2002, Sequence number is 01 i.e. it was the first file sent on that day).

### **Data File Extension**

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The valid extension to be used for any data files containing *property* data is:

**.BLM** (Bulk Load Mass)

### **Data File Encoding**

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Please ensure that your BLM file is encoded in ASCII characters, failure to do so will cause your data file to fail in processing. You can check your file through a HEX editor to ensure that no erroneous characters are displaying.

### **Media File Name**

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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.

**\*\*Please Note\*\*** - If the following naming convention is not followed CORRECTLY media data will not be processed

**<AGENT\_REF>\_<MEDIATYPE>\_<n>.<file extension>**

- **<AGENT\_REF>**- This is made up of the Branch ID and property reference. Please see the 'data file fields' section on page 14 for further details
- **<n> Media Index Number** - Index number starting with 00 to sequence the media for a property
- **<MEDIATYPE>**- Recognized media types
  - IMG Property Image / Photo

- FLP Floor Plan
- DOC Documents / Brochure
- **<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 **9054** with a reference of **ABC12**)

### **Further examples:**

**Images** - 9054\_ABC12\_IMG\_00.jpg, 9054\_ABC12\_IMG\_01.jpg, 9054\_ABC12\_IMG\_02.jpg

**Floor Plans** - 9054\_ABC12\_FLP\_00.gif, 9054\_ABC12\_FLP\_01.gif or full URL to floor plan

**Brochures** - 9054\_ABC12\_DOC\_00.pdf or full URL link to PDF document

### **Media File Extension**

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

IMG Only JPG, GIF and PNG formats

FLP Only JPG, GIF and PNG formats

DOC Only PDF format

### **Media Dimensions**

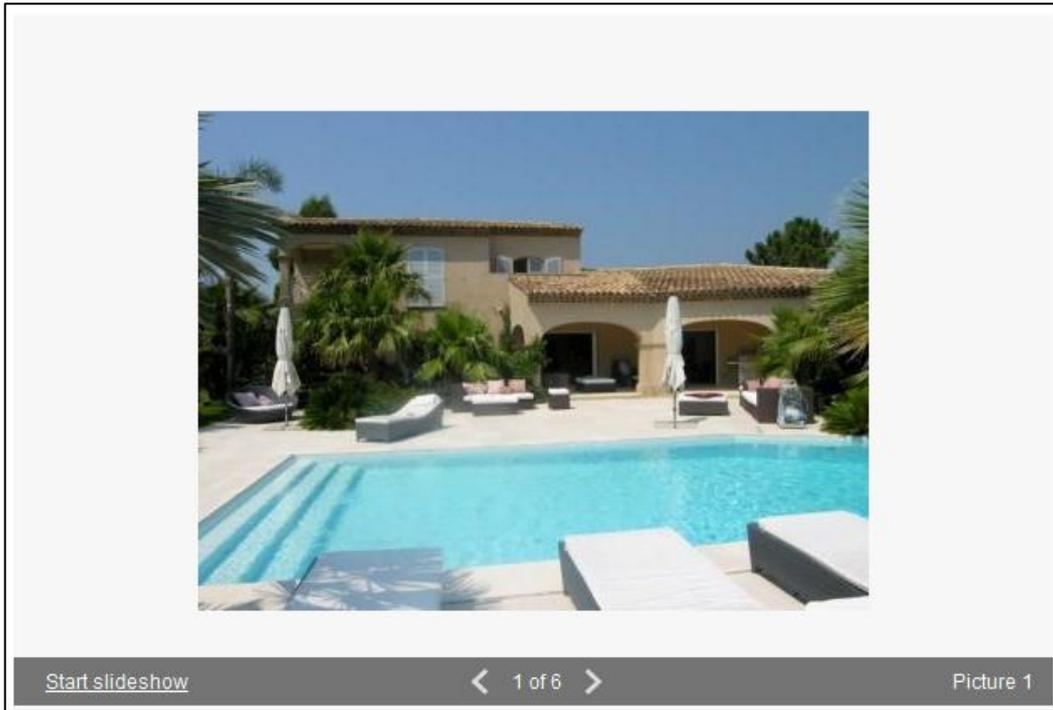
---

Images can be sent at a maximum size of **1024 x 1024 pixels** and minimum of **620 pixels wide x 414 pixels high**.

Images are currently displayed on Rightmove.co.uk at the size of 620 pixels wide x 414 pixels high. Images sent larger than this will be resized down at a 3:2 ratio.



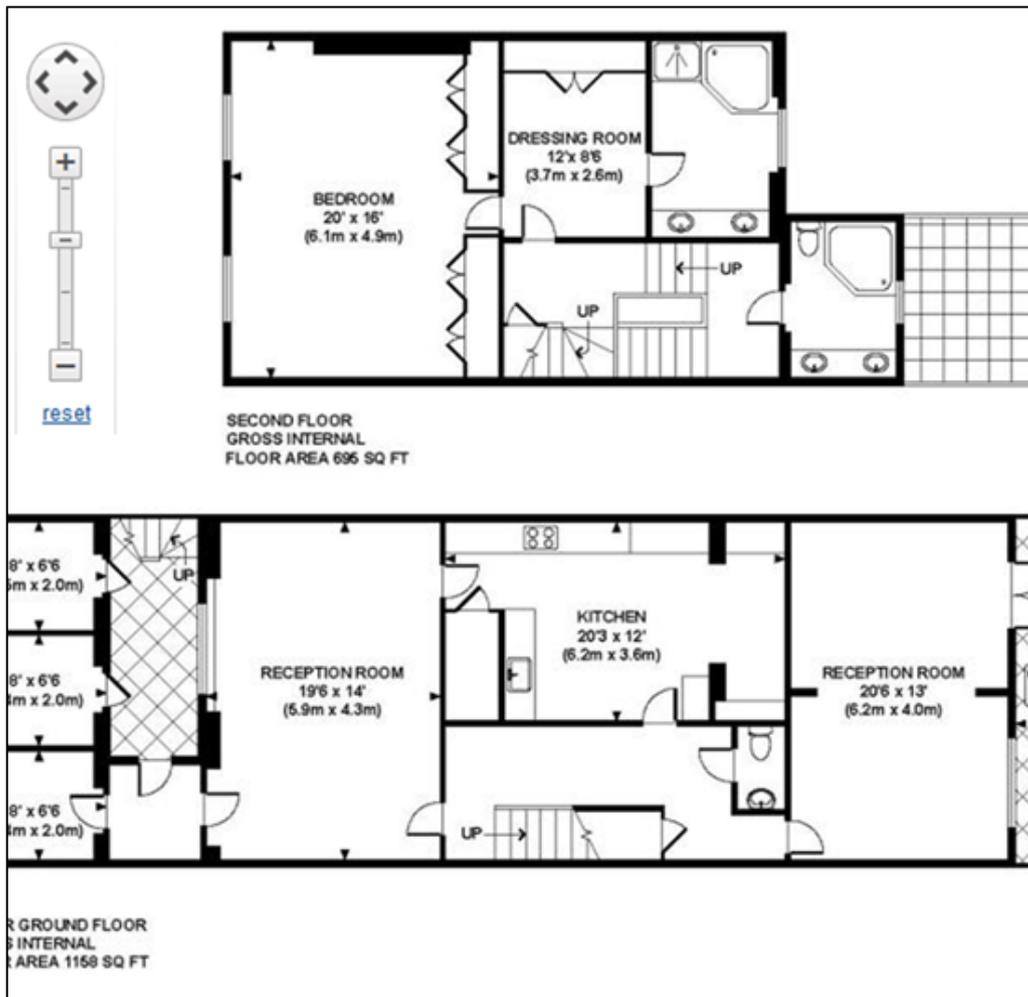
If images are sent less than 620 pixels wide x 414 pixels high, they are uploaded at the original size and not resized.



Floor plans can be sent at a maximum size of **2025 x 2025** pixels and a minimum of **600 x 600** pixels. The larger the floor plan, the more zoom levels available. The scales for the level of zooms are:

- 600 x 600 pixels– no zoom function
- 900 x 900 pixels – one zoom level
- 1350 x 1350 pixels – three zoom levels
- 2025 x 2025 pixels – all four zoom levels





Alternatively a full URL link to the floor plan can be provided. The floor plan will display as an external link and will open in a new page. The zoom function will not be applicable.

**Floor Plan - Mozilla Firefox**  
http://content.metropix.com/p/

**Floor Plan** Metropix Floor Plans

1st floor  
Ground floor

Whilst every attempt has been made to ensure the accuracy of the floor plan contained here, measurements of doors, windows, rooms and any other items are approximate and no responsibility is taken for any error, omission, or mis-statement. This plan is for illustrative purposes only and should be used as such by any prospective purchaser. The services, systems and appliances shown have not been

Property reference TEST124. The information Rightmove.co.uk makes no warranty as to the accuracy of the information, and Rightmove has no control over the accuracy of the information. The information is provided and the selling agent or developer directly to obtain the information. Performance of Buildings (Certificates and Insurances) Regulations 2007.

### Data Section Summary

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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#** and **#DATA#**.

The end of each section is marked by the subsequent section tag, with the end of the file being marked by the tag **#END#**. Please ensure that this tag resides on the subsequent line to the final property record.

The sections tag should 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#**.

**\*\*Please note\*\*** - A file is missing any of these tags will fail!

### Sample FILE STRUCTURE

**#HEADER#**

**Version : 3i**

**EOF : '^'**

**EOR : '|'**

**Property Count : 98**

**Generated Date : 01-September-2011 16:54**

**#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

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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. Recommend - '^'
- **EOR** - Single character that is used to delimit individual property records. Recommend - '|'

**\*\*Please Note\*\*** - Single quotes around the delimiter are mandatory and are required to be **straight** quotes ( ' ).

### Non Mandatory Attributes

- **Property Count** - A count of the number of properties within the data file
- **Generated Date** - The date that the data file was generated.

### Sample HEADER

#HEADER#

Version : 3i

EOF : '^'

EOR : '|'

Property Count : 98

Generated Date : 01-September-2011 16:54

The EOF and EOR record delimiters should be chosen carefully. They should not appear in any field data. A misplaced EOR delimiter will cause the property record to be cut off in being read where the inadvertent delimiter appears.

### Data File DEFINITION Section

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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 see pages 14 & 15), 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 fields that 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.

**\*\*Please Note\*\*** - All 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^FEATURE7^FEATURE8^FEATURE9^FEATURE10^SUMMARY^DESCRIPTION^CREATE\_DATE^UPDATE\_DATE^BRANCH\_ID^STATUS\_ID^BEDROOMS^PRICE^PRICE\_QUALIFIER^PROP\_SUB\_ID^DISPLAY\_ADDRESS^PUBLISHED\_FLAG^TRANS\_TYPE\_ID^NEW\_HOME\_FLAG^MEDIA\_IMAGE\_00^MEDIA\_IMAGE\_TEXT\_00^MEDIA\_IMAGE\_01^MEDIA\_IMAGE\_TEXT\_01^|

### Data File DATA Section

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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\_160^24B^Streetname^Moraira^Alicante^^ES^8 Bedrooms^Open Plan  
Kitchen^Lounge/Diner^3 Bathrooms^Swimming Pool^^^^^This extensive property is ideal  
for those looking for rental investment.....^The house comprises of 8 bedrooms in total, spread  
over 2 floors, each with 4 bedrooms, 3 bathrooms, open plan kitchen, lounge/diner. The house is  
central heated and has ceiling fans throughout. Outside is a large 10 x 5 m heated swimming  
pool with extensive terracing, BBQ and pergola.....^^^9054^0^8^595000^0^27^Moraira,  
Alicante, Spain^1^1^N^9054\_160\_IMG\_00.jpg^Exterior^9054\_160\_IMG\_01.jpg^Swimming  
Pool^|

9054\_53^101^Street Name^Moraira^Alicante^^ES^Solar heated water system^2 Bedroom  
Apartment^^^^^^A Beautifully designed villa in Moraira.....^|

...

#END#

### Salient points of the DATA section

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- **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", any other time format will fail the record
- 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 HTML 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.
- No external links to other websites are permitted in the SUMMARY or DESCRIPTION, any that are uploaded will have the hyperlink stripped.
- Remove uses of quotes and double quotes, specifically the feature and caption fields as this will cause the property records to fail to upload.
- Property records that are not provided with a COUNTRY CODE will not upload.

### Rightmove Data Fields

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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			This is a 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_NUMBBER	Char	60	Y	Y			First part of the address House Number or House Number (e.g.30 or Swiss Cottage). <i>This will not be displayed on the Live Rightmove site, but is used in the Agents Reports</i>
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.co.uk site. E.g. Florida (see 'OS_REGION' notes on the next page)
6.	ZIPCODE	Char	100	N	N			Postcode/zip code 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	200	Y	Y			See notes on data quality
9.	FEATURE2	Char	200	Y	Y			See notes on data quality
10.	FEATURE3	Char	200	Y	Y			See notes on data quality
11.	FEATURE4	Char	200	N	N			See notes on data quality
12.	FEATURE5	Char	200	N	N			See notes on data quality
13.	FEATURE6	Char	200	N	N			See notes on data quality
14.	FEATURE7	Char	200	N	N			See notes on data quality
15.	FEATURE8	Char	200	N	N			See notes on data quality
16.	FEATURE9	Char	200	N	N			See notes on data quality
17.	FEATURE10	Char	200	N	N			See notes on data quality
18.	SUMMARY	Char	1k	Y	Y			<i>Only 300 characters will be displayed on site. See notes on data quality</i>
19.	DESCRIPTION	Char	32k	Y	Y			<i>All overseas properties require a minimum description of 1000 character. See notes on data quality.</i>
20.	CREATE_DATE	Date		Y	N			YYYY:MM:DD HH:MI:SS or leave this field blank.
21.	UPDATE_DATE	Date		Y	N			YYYY:MM:DD HH:MI:SS or leave this field blank.
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			All properties require this field to be populated
25.	PRICE	Num		Y	Y			All properties require this field to be populated
26.	PRICE_QUALIFIER	Num		Y	N			0 – Default, 2 – Guide Price, 4 – Offers in Excess of, 5 – OIRO, 7 – From, 9, 11 – Fractional Ownership <i>This field can be null, the use of any other value than those listed here will lead to a property being rejected.</i>
27.	PROP_SUB_ID	Num		Y	Y			One of the valid property types. Ref. Property Type table
28.	DISPLAY_ADDRESS	Char	120	Y	Y			<i>Address of the property that should be displayed on the Live Rightmove site</i>
29.	PUBLISHED_FLAG	Num	1	Y	Y			0 - Hidden/invisible, 1 - Visible

30.	TRANS_TYPE_ID	Num	1	Y	Y		1 – Resale
31.	NEW_HOME_FLAG	Char	1	N	N		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 default photo that would be shown on site.
33.	MEDIA_IMAGE_TEXT_<n>	Char	20	N	N	Y	Caption to go with the image of that index number.
34.	MEDIA_FLOOR_PLAN_<n>	Char	100	N	N	Y	Name of the property floor plan file or the URL
35.	MEDIA_FLOOR_PLAN_TEXT_<n>	Char	20	N	N	Y	Caption to go with the floor plan of that index number.
36.	MEDIA_DOCUMENT_<n>	Char	200	N	N	Y	Name of the property document file or the URL
37.	MEDIA_DOCUMENT_TEXT_<n>	Char	20	N	N		Caption to go with the document of that index number.
38.	MEDIA_VIRTUAL_TOUR_<n>	Char	200	N	N	Y	Virtual tour file URL
39.	MEDIA_VIRTUAL_TOUR_TEXT_<n>	Char	20	N	N	Y	Caption to go with the virtual tour of that index number.

## Price Data

The price of properties will display in pound sterling (GBP), euros (EUR) or US dollars (USD). This is dependent on the country properties are advertised in. Please refer to the '**Currency Code**' document for a full list of the countries and the display currency.

A	B
NAME	RM_CURRENCY_CODE
Argentina	GBP
Australia	GBP
Belgium	EUR
Egypt	GBP
Italy	EUR
Switzerland	EUR
United States of America	USD

The price of properties must also be converted to into the currency they will be displayed in. For example if property in Australia was at the price of \$950,000 (AUD). The price when displayed on Rightmove will be in GBP therefore it must be converted to the price 621,837\*\* when sent in the feed.

**\*\*Please Note\*\*** - If no price data is provided, the property record will fail to upload.

(\*\*1GBP – 1.52773 AUD xe.com 12<sup>th</sup> September 2011)

## Gazetteer Data

The Gazetteer will provide you with the region, the sub region and the town data. This information is to assist you in mapping the properties in accordance with Rightmove Overseas and is available for individual countries.

A	B	C	D
Country	Region	Subregion	Town
Spain	Andalucía	Almería	Abla
Spain	Andalucía	Almería	Abrucena
Spain	Andalucía	Almería	Adra
Spain	Andalucía	Almería	Aguadulce
Spain	Andalucía	Almería	Albánchez
Spain	Andalucía	Almería	Alboloduy
Spain	Andalucía	Almería	Albox

Should you require the information for other countries, or have any discrepancies with the information provided please let us know.

## OS\_TOWN\_CITY and OS\_REGION Data

**OS\_TOWN\_CITY** – This is a **mandatory** field.

The closest large town or city should be provided as the OS\_TOWN\_CITY data and this relates to the base level of the overseas search. i.e. Spain > Cataluna > **Barcelona**

It is important that this is a valid town or city according to the Gazetteer. If this field is left blank or not populated correctly, the property will only appear in a region (if correct) and country search.

**OS\_REGION** – This is a **mandatory** field.

This is the most commonly used search level selected by users when performing overseas searches within a country. The region relates to the mid-level of the overseas search. i.e. Spain > **Cataluna**

You are required to include a region **OR** a sub region to this field according to the Gazetteer. The more specific the data, the greater the number of searches a property can appear in.

**\*\*Please Note\*\*** - The OS\_TOWN\_CITY and OS\_REGION data work in conjunction with each other to determine the searches that a property will appear in therefore a town must exist within a region and vice versa.

Examples of region and town/city mapping:

A property in the country of **Spain** with the region of **Cataluna**, the sub region of **Barcelona** and the town/city of **Barcelona** can be provided as either of the following:

OS_TOWN_CITY	OS_REGION	COUNTRY_CODE
Barcelona	Cataluna	ES
Barcelona	Barcelona	ES

A property in the country of **Greece** with the region of **Kriti (Crete)**, the sub region of **Chania** and the town/city of **Plaka**, this should be provided as the following:

OS_TOWN_CITY	OS_REGION	COUNTRY_CODE
Plaka	Chania	GR

The Gazetteer shows that there are two towns called Plaka within the region of Kriti therefore in this instance, the better option would be to provide Chania instead of Kriti as the OS\_REGION data.

Country	Region	Subregion	Town
Greece	Epirus	Arta	Plaka
Greece	Kriti	Chania	Plaka
Greece	Kriti	Lasithi	Plaka
Greece	Nisoi Voreiou Aigaiou	Lesvos	Plaka
Greece	Peloponnisos	Arkadia	Plaka

If Kriti was selected as the region instead, the property would only appear in a Kriti and Greece search and not a town search.

## Property Descriptions - Providing Full Details

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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 300 characters on the Rightmove.co.uk site. Any large descriptions being placed in here will be truncated to 300 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** – provided in the form of physical images.
- **Floor plan of the property** – either providing the physical images or a URL link to the specific floor plans.
- **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** – provided in the form of a URL link only to the physical virtual tour.

### **\*\*Please Note\*\***

**Summary** - ALL HTML will be stripped

**Description** – Basic HTML tags can be used for bold, underlining, italicising.

**Links** – All links to Floor plans, Brochures and Virtual Tours must only link to the physical media and not to a web page consisting of the media and external links.

## Minimum Data Quality Requirements

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An overseas property should meet the following minimum data quality requirements in order for the property to perform well on the Rightmove Overseas website:

- **8 or more features**
- **2000 characters/20 lines of descriptive text, English wording throughout. The information can include:**
  - Property position (elevated, secluded)
  - Room layout/sizes and details
  - Location of the property (description of town/area, transport, local amenities)
  - Lifestyle and culture (local attractions, activities)
- **8 or more images**

## 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.

**\*\*Warning\*\*** Only use the property type 'Not Specified' where no alternative exists. Properties with the property type 'Not Specified' will only appear in searches where the user selects 'Not Specified'. Using this property type will reduce the exposure the property receives and therefore the volume of leads generated for the advertising agent / developer.

PROP_SUB_ID	Property Type	Search Criteria Type
0	Not Specified	Not Specified <b>(ONLY)</b>
1	Terraced	Houses
2	End of Terrace	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 / Park Homes
19	Commercial Property	Commercial Property
20	Land	Land
21	Link Detached House	Houses
22	Town House	Houses
23	Cottage	Houses
24	Chalet	Houses
25	Character	Character Property
26	House	Houses
27	Villa	Houses
28	Apartment	Flats / Apartments
29	Penthouse	Flats / Apartments
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 / Park Homes
51	Garages	Garage / Parking
52	Farm House	Character Property
53	Equestrian Facility	Character Property
56	Duplex	Flats / Apartments
59	Triplex	Flats / Apartments
62	Longere	Character Property
65	Gite	Character Property
68	Barn	Character Property
71	Trulli	Character Property
74	Mill	Character Property
77	Ruins	Character Property
80	Restaurant	Commercial Property
83	Cafe	Commercial Property

86	Mill	Commercial Property
92	Castle	Character Property
95	Village House	Houses
101	Cave House	Character Property
104	Cortijo	Character Property
107	Farm Land	Land
110	Plot	Land
113	Country House	Character Property
116	Stone House	Character Property
117	Caravan	Mobile / Park Homes
118	Lodge	Character Property
119	Log Cabin	Character Property
120	Manor House	Character Property
121	Stately Home	Character Property
125	Off-Plan	Land
128	Semi-detached Villa	Houses
131	Detached Villa	Houses
134	Bar / Nightclub	Commercial Property
137	Shop	Commercial Property
140	Riad	Character Property
141	House Boat	Character Property
142	Hotel Room	Flats / Apartments
143	Block of Apartments	Flats / Apartments
144	Private Halls	Flats / Apartments
178	Office	Commercial Property
181	Business Park	Commercial Property
184	Serviced Office	Commercial Property
187	Retail Property (high street)	Commercial Property
190	Retail Property (out of town)	Commercial Property
193	Convenience Store	Commercial Property
196	Garage	Commercial Property
199	Hairdresser / Barber Shop	Commercial Property
205	Petrol Station	Commercial Property
208	Post Office	Commercial Property
211	Pub	Commercial Property
214	Workshop & Retail space	Commercial Property
217	Distribution Warehouse	Commercial Property
220	Factory	Commercial Property
223	Heavy Industrial	Commercial Property
226	Industrial Park	Commercial Property
229	Light Industrial	Commercial Property
232	Storage	Commercial Property
235	Showroom	Commercial Property
238	Warehouse	Commercial Property
241	Land	Commercial Property
244	Commercial Development	Commercial Property
247	Industrial Development	Commercial Property
250	Residential Development	Commercial Property
256	Data Centre	Commercial Property
259	Farm	Commercial Property
262	Healthcare Facility	Commercial Property
265	Marine Property	Commercial Property
268	Mixed Use	Commercial Property
271	Research & Development Facility	Commercial Property
274	Science Park	Commercial Property
277	Guest House	Commercial Property
280	Hospitality	Commercial Property
283	Leisure Facility	Commercial Property

## Definitions

- **PROP\_SUB\_ID** - This is the number that is used in field 27 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 New Datafeeds

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#### Initial Testing

All test data should be emailed directly to [adfteam@rightmove.co.uk](mailto: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.

**Version 3i** - Please use **9054 or 99xx99** as the BRANCH\_ID for your first test file.

Please ensure that your file has the correct extension **.BLM**.

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

Initial testing is used to ensure the overall integrity and accuracy of the data file; at the completion of this stage we will supply you with a TEST ID for the rest of the testing process.

#### Second Stage Testing

Once initial testing is completed we will provide you with your FTP username and password.

You will now be set up as a Rightmove Datafeed Provider and these FTP username and password will allow you to FTP data to Rightmove's FTP, not just for one branch but for any branch that you will be loading for.

**\*\*Please Note\*\*** - *We do not supply FTP username and password on a per agent or branch basis.*

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 **/live/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 you have uploaded your test files **please notify the ADF Team**, who will then arrange for the data to be processed. 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 **/live/reports**.

**\*\*Please Note\*\*** - *This is only the test environment and that on the test environment we do not always use or supply you with the branch ID that you are testing for!*

## **Processing Live Data Files**

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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 on-going 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.

These file are then automatically processed and loaded onto the Rightmove live site. Processing of the data can take between two to four hours to complete from initial upload.

## DATA FIELDS ON PROPERTY DETAILS

The diagrams on the following pages help show where some of the data fields relate to on an overseas property.

### Initial Summary Search of a Property:



**Full Details of a Resale Property:**

Bedrooms

PropertySub ID

[Sign out](#) [Mr.Rightmove](#)  
[UK Property](#)

Rightmove

[For Sale](#) [Hot Properties](#) [Sell](#) [Help and Advice](#)

**3 bedroom detached villa for sale**

Murcia, Murcia, Puerto de Mazarrón

€699,995

[Back to property listings](#)



TransType ID

Request Details

or call 0845 338 0076

Add Notes

Send to Friend

Like
 Be the first of your friends to like this.

Advice on buying Spanish property

Learn everything you need to know to successfully find and buy a property in [Spain](#)



Spotted an error?

In order for us to help our agents maintain accurate and up-to-date information [please inform the agent](#) if you have noticed an error with this property. If you are the vendor, please contact your agent directly.

Tell us what you think!

If you see any issues or would like to suggest improvements please [send us your feedback](#).

like this property?

Call 0845 338 0076 Request Details

Description

Floorplan (1)

Media Floor Plan

**Key features:**

- 4 Bedrooms
- 3 Bathrooms
- 4x8 Swimming Pool
- 900 m² Land Space
- Panaramic Sea Views
- Fitted Kitchen
- Air Conditioning
- Electronic Gates
- Fitness Room

**Full description:**

4 bedroom Detached Villa with indoor pool and stunning views

Located on the southern coast of the Costa Calida region of Murcia, Mazarron is set between Rolling mountain ranges and the Mediterranean Sea, divided into 2 city areas. Mazarron is a 15th Century mining town, the remains of the buildings and the ore deposits Clearly visible from the roads leading into and around the town. The town has a large variety of shops, bars and restaurants, an indoor market which transforms when it moves on a Saturday to the town square which is dominated by the churches, Inglesa deSan Andreas and San Antono.

Some 5km. away is Puerto de Mazarron, a thriving coastal town which relied on fishing for its income. To this day there are many opportunities for sea fishing, scuba fishing or exploring the many quiet coves and caves, set along 30km's of picturesque coastline.

For the more energetic Mazarron sports many documented and well mapped walks covering array historical and natural places of interest.

This area of Murcia has approximately 320 days of sunshine a year with an average day time temperature of 20 degrees and is deemed to be one of the healthiest places in the world to live.

**More information from this agent**

- Brochure

To view this property or request more details, contact

SZ ADFOverseas, K - Test (ML)

0845 338 0076



Map data ©2011 Tele Atlas

Enlarge this map

Image gallery: created from all media images

Media Document

Description Data

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 Revision 1.5