

ZILLOW GROUP

# Direct-to-Zillow Feed Guide

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Technical Spec for  
V1.0 Direct-to-Zillow Format (DZF)

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## Overview

This technical guide to the Direct-to-Zillow Feed is intended for the technical team within a company that wishes to submit a feed of listing image and video files to Zillow for display. Image and video files from this feed will supersede any such files from other feeds, including MLS feeds.

## 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

To use any of the illegal XML characters (& , ' , < , > , " ), please refer to the following table and replace any of these characters with the respective entity reference. An alternative to using entity references is to enclose the tag values inside a CDATA tag, which will be explained in the next section.

Character	Entity Reference	Description
&	&amp;	Ampersand
'	&apos;	Apostrophe
>	&gt;	Greater Than
<	&lt;	Less Than
"	&quot;	Quotation Mark

## CDATA

Enclose tag values in a CDATA section, as described in the following table. Anything enclosed within these tags will not be parsed and will be displayed literally.

Begin CDATA section	<![CDATA[
End CDATA section	]]>
Example	<tag><![CDATA[This is a description & it contains "illegal" characters but that's okay because it's inside the CDATA tag]]></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 Direct-to-Zillow Format (DZF), you can include as many images, including static floorplan images, for a home as you like. You can also submit one video for the home – videos must comply with the [Enhanced Video Walkthrough guidelines](#). Required fields are shown in **bold** in the XML below.

## XML Specification

```
<Listings>
  <Listing>
    <Location>
      <StreetAddress/>
      <UnitNumber/>
      <City/>
      <State/>
      <Zip/>
      <Lat/>
      <Long/>
    </Location>
    <ListingDetails>
      <ListingStatus/>
      <Price/>
      <MLSListingID/>
      <MLSName/>
      <ProviderListingID/>
    </ListingDetails>
    <Agent>
      <FirstName/>
      <LastName/>
      <EmailAddress/>
      <OfficeLineNumber/>
      <MobilePhoneLineNumber/>
    </Agent>
    <Pictures>
      <Picture>
        <PictureURL/>
        <Caption/>
      </Picture>
    </Pictures>
    <Videos>
      <Video>
        <VideoURL/>
      </Video>
    </Videos>
  </Listing>
</Listings>
```

```
<Floorplans>
  <Floorplan>
    <FloorplanURL/>
  </Floorplan>
  <Floorplan>
    <FloorplanURL/>
  </Floorplan>
</Floorplans>
</Listing>
</Listings>
```

## Element Specifications

Element	Required	Format	Description
<i>Location</i>			
StreetAddress	Yes		
UnitNumber	Yes (if applicable)		
City	Yes		
State	Yes	Two-letter abbreviation	
Zip	Yes	Five-digit zip	
Lat	No	6 decimals preferred	Latitude coordinate
Long	No	6 decimals preferred	Longitude coordinate
<i>ListingDetails</i>			
ListingStatus	No	<ul style="list-style-type: none"> <li>• Active</li> <li>• Contingent</li> <li>• Pending</li> <li>• For Rent</li> <li>• Sold</li> <li>• Closed</li> <li>• Coming Soon</li> </ul>	
Price	No		Sale price or monthly rent price
MLSListingID	No		MLS unique listing identifier
MLSName	No		
ProviderListingID	Yes		Provider's internal unique ID for this listing
<i>Agent</i>			
FirstName	No		
LastName	No		
EmailAddress	No		
OfficeLineNumber	No	###-###-#### x####	
MobilePhoneNumber	No	###-###-####	
<i>Pictures</i>			
Picture	Yes		Multiples Allowed
PictureURL	Yes	Including <a href="http://">http://</a> , properly escaped	Link that points to image
Caption	No		
<i>Videos</i>			
Video	No		
VideoURL	No	Including <a href="http://">http://</a> , properly	Link that points to video

		escaped	
<i>Floorplans</i>			
Floorplan	No		Multiples Allowed
FloorplanURL	No	Including <a href="http://">http://</a> , properly escaped	Link that points to static floorplan image

## Example DZF

### Direct-to-Zillow Listing Example

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

```

<Listings>
  <Listing>
    <Location>
      <StreetAddress>123 Main St</StreetAddress>
      <UnitNumber/>5<UnitNumber>
      <City>Seattle</City>
      <State>WA</State>
      <Zip>980117</Zip>
      <Lat/>
      <Long/>
    </Location>
    <ListingDetails>
      <ListingStatus/>Active<ListingStatus>
      <Price/>
      <MLSListingID/>123456<MLSListingID>
      <MLSName/>NWMLS<MLSName>
      <ProviderListingID/>ABC123<ProviderListingID>
    </ListingDetails>
    <Agent>
      <FirstName/>Alan<FirstName>
      <LastName/>Agent<LastName>
      <EmailAddress/>alan@alantheagent.com<EmailAddress>
      <OfficeLineNumber/>
      <MobilePhoneNumber/>
    </Agent>
    <Pictures>
      <Picture>
        <PictureURL/>http://www.brokersite.com/img01.jpg<PictureURL>
        <Caption/>Exterior Photo<Caption>
      </Picture>
    </Pictures>
    <Videos>
      <Video>

```

```
        <VideoURL/>http://www.brokersite.com/video01.mp4<VideoURL>
    </Video>
</Videos>
<Floorplans>
    <Floorplan>
        <FloorplanURL/>http://www.brokersite.com/floorplan01.jpg<FloorplanURL>
    </Floorplan>
</Floorplans>
</Listing>
</Listings>
```