Rightmove Automated Data Feed

Version 4.0n – New Homes

Last updated on 10th November 2017

Document Update Log

Document	Update date	Updates
V1.1	29th March 2017	1. Reformatted and rebranded
V1.2	10th November 2017	1. Removal of WMF support

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1. Introduction to the Rightmove Automated Data Feed

1.1. Overview

The Rightmove Automated Data Feed (ADF) is a system that allows new homes developers to provide information on their current developments, property types and plot availability to Rightmove.co.uk to effectively perform a mass synchronisation of the data held in their internal database with the Rightmove.co.uk property database.

The ADF requires developers to regularly (preferably daily) provide a bulk upload of all the information they hold regarding their developments, property types and plot availability to Rightmove.co.uk. Rightmove will then use this information to create a series of property listings that it is felt would generate the most interest from potential home buyers in the developer's properties.

It is extremely advisable that, before beginning any development work on providing a data feed to Rightmove.co.uk, that you read this specification in its entirety. If you feel that any aspects of the system are insufficiently explained, or that there are elements of the system that represent an obstacle to you providing data in this format then please feel free to contact us for clarification or advice on how to provide your data.

1.2. Document Contents

This document is divided into the following 6 sections:

1. Data file format – This section describes the essential structure of the data file in which information about developments, properties and availability must be provided.
2. Data file fields – This section provides a full list of the available fields that can be used in the data file and a brief description of any restrictions placed on the data allowable in each field, as well as a description of how the data in each field will be used. (For more detail on valid field contents and the mandatory/nullable status of fields, please consult the rightmoveV4n.xsd schema documentation).
3. Development data maintenance – This section describes how new and discontinued developments are identified and created/removed from Rightmove.co.uk.
4. Property listing creation – This section describes how the data provided in the data file will be used to create the eventual property listings that will be shown on Rightmove.co.uk.
5. Media – This section describes the format in which media must be provided in order for it to be correctly processed and applied to the eventual listings created.
6. File transfer – This section describes how data and media files are required to be provided to Rightmove.co.uk and how they will be handled when they are received.

1.3. Associated Illustrative Files

This MS Word document should also be supplied with the following files to fully illustrate the system:

1. RightmoveV4n.xsd – the XML Schema for the data file format.
2. RightmoveV4n.sample.xml – an example file illustrating how a data file might look.

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2. Data File Format

2.1. Overview

Development and property data must be provided in an XML file. This document will provide an executive summary of the required structure of the XML file, the available data fields and also how data will be handled when it is processed by Rightmove. The information contained in this summary is described and illustrated in more technical detail by the XML Schema (rightmoveV4n.xsd) and Sample XML (rightmoveV4n.sample.v4n.xml) files that should have been provided with this document.

2.2. Data Precedence

An important factor to consider when developing an upload is the precedence applied to the bulk data file and the data already in the Rightmove.co.uk database. Within the data file each plot is identified as belonging to a specific development. During the loading of the bulk data into the Rightmove.co.uk database if a development is referenced in the data file then ALL listings currently held in the Rightmove.co.uk database that are assigned to that development will be removed and replaced with those in the bulk file. In effect, any development that is referenced in the data file will have its entire property stock removed from Rightmove and replaced with the contents of the newer data file. This is done to ensure that any plots are removed when applicable and to ensure that any amendments to development or property details are reflected on Rightmove.co.uk. This process also facilitates effective and prompt creation of new developments and removal of discontinued. **The key point to take from this is that each upload should be a complete copy of all data held by the data provider at that point.**

2.3. Executive Summary

The XML file can be provided in one of two forms: **style_plot** or **plot_only**.

In the **style_plot** model data is provided describing the development (e.g. address, e-mail address, postcode, a description of the development, images, siteplans, location maps etc.). Information is then provided describing the property styles of that development (features of that style, room dimensions, images, floorplans etc). For each style, information is then provided on all the available plots in that style (price, number of bedrooms etc). Information provided at all three levels will be used when creating a property listing on Rightmove.

In the **plot_only** model data is provided at the development level but no data is provided at the style level. Instead all the information that is provided at the style level in the **style_plot** model will need to be provided at the plot level (i.e. data pertaining to features, rooms dimensions, media etc will need to be sent for each plot even if this data is identical for many plots). Information provided at both development and plot level will be used when creating property listings.

The ideal situation is for a data provider to utilise the **style_plot** model. If several plots on a development are all the same style it would only be necessary to send information and media that applies to these plots once, Rightmove would then be able to manipulate this data so that it is displayed in the most appropriate and professional manner possible, therefore maximising the return on investment received by the member using the data feed.

In the **plot_only** model if there are several plots all the same style then several copies of identical information and media files would need to be sent, increasing the data load. There may also be some negative implications in the way properties are displayed on Rightmove compared to the **style_plot** model (Please see the section on plot consolidation for further details on this topic).
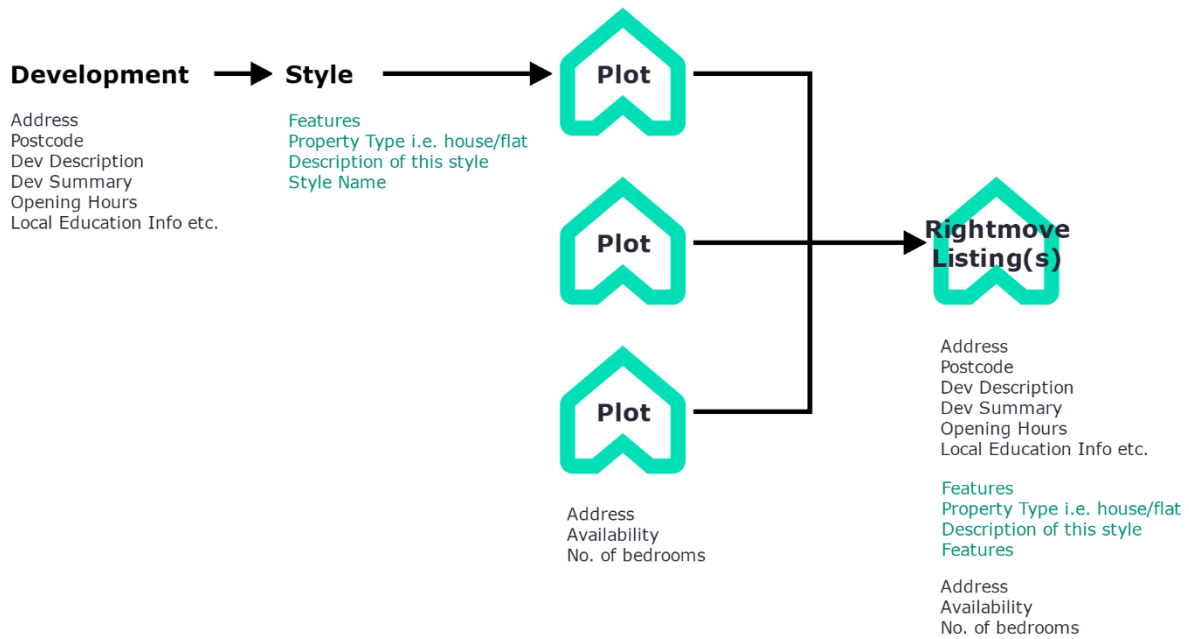
N.B. For each development data can be provided in either style_plot or plot_only form. If a development has any information supplied at a style level then it will be assumed that the data is being provided in the style_plot form and any plot information not allocated to a specific style for that development will be ignored.

2.3.1. Style_plot

In the style_plot model the data is provided at 5 levels, each encompassing several examples of that beneath it. In this model:

1.   developer can contain multiple instances of developer-regions describing the regions (e.g. East Midlands) of a developer.
2.   developer-region can contain multiple instances of developments describing the developments belonging to a region.
3.   development can contain multiple styles.
4.   style can contain multiple plots.

In this model, the majority of the property-specific information and ALL property specific media should be sent at the style level. The plot level information should contain only information regarding the plot number, price, number of bedrooms and status of each plot.

Development ➤ **Style** ➤ **Plot**

Address
Postcode
Dev Description
Dev Summary
Opening Hours
Local Education Info etc.

Features
Property Type i.e. house/flat
Description of this style
Style Name

Plot

Plot

Rightmove Listing(s)

Address
Postcode
Dev Description
Dev Summary
Opening Hours
Local Education Info etc.

Features
Property Type i.e. house/flat
Description of this style
Features

Address
Availability
No. of bedrooms

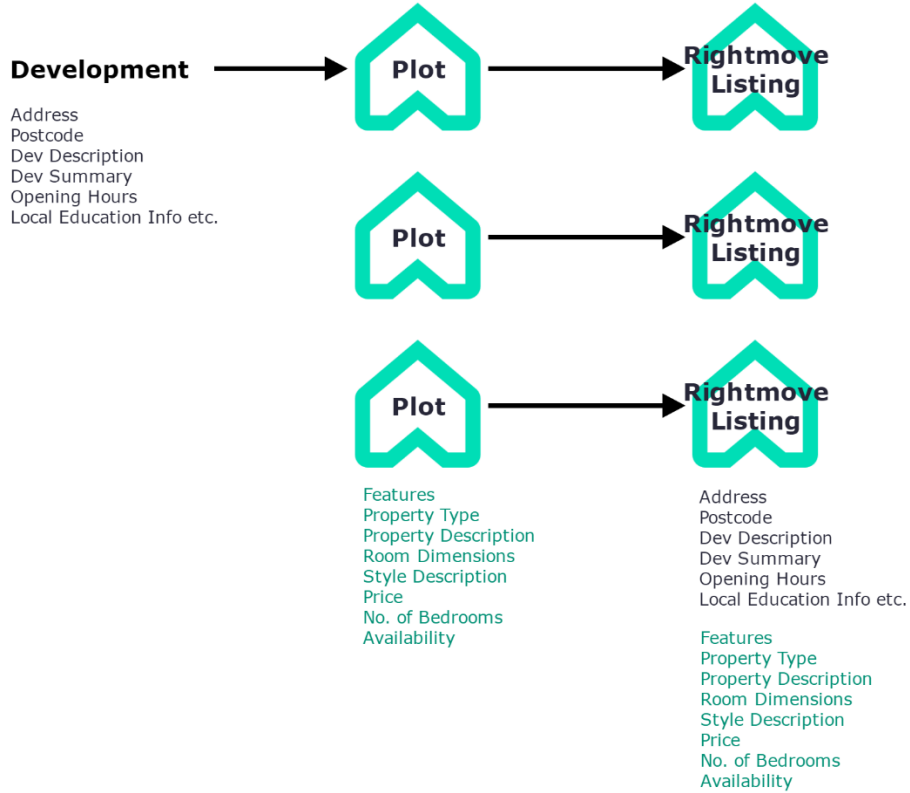**Plot**

Address
Availability
No. of bedrooms

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2.3.2. Plot_only

In the plot_only model data is provided at 4 levels each encompassing several examples of the level beneath it. In this model:

1. developer can contain multiple developer-regions describing the regions (e.g. East Midlands) of a developer.
2. developer-region can contain multiple developments describing the developments belonging to a region.
3. development can contain multiple plots.

In this model, information other than number, price, number of bedrooms and status are provided at a plot level. Plot-specific media can also be sent.

Development → **Plot** → **Rightmove Listing**

Address
Postcode
Dev Description
Dev Summary
Opening Hours
Local Education Info etc.

Plot → **Rightmove Listing**

Plot → **Rightmove Listing**

Features
Property Type
Property Description
Room Dimensions
Style Description
Price
No. of Bedrooms
Availability

Address
Postcode
Dev Description
Dev Summary
Opening Hours
Local Education Info etc.

Features
Property Type
Property Description
Room Dimensions
Style Description
Price
No. of Bedrooms
Availability

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2.4. Data File Fields

The table below describes the available fields at each level and provides some information on how the data contained within will be handled when processed. Field names in this table can refer to XML elements or attributes. For more information regarding the status of fields (mandatory, non-mandatory, nullable etc) or the allowed values in each field (maximum character lengths, restricted values) please refer to the Schema Document (rightmoveV4n.xsd).

Object Name	Field Name	Description - Use

	adf:source	`<adf:source xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"`
		
		`xsi:schemaLocation="http://www.rightmove.co.uk/adf/rightmoveV4n.xsd rightmoveV4n.xsd"`
		  `xmlns:adf="http://www.rightmove.co.uk/adf/rightmoveV4n.xsd">`

	version	Describes the version of the file and therefore the rules used when processing it. – *currently restricted to 4.0n only.* `<version>4.0n</version>`
	name	The name of the data provider (either the developer or a software provider).
	created	The date and time of the file's creation – creates an audit trail to aid troubleshooting. **Must conform to the format – YYYY-MM-DDTHH:MI:SS** (where T is a fixed and constant character).
	developer	Source can contain multiple instances of developer.
developer	name	The name of the developer. (e.g. A company "Demo Homes" may have 2 subsidiaries "D2 Homes" and "Demographic Homes". Data for these subsidiaries could be supplied in one file as 2 different developers. If disclaimer text is provided in the file then it will be added to each property listing and headed with the title (<developer_name> Disclaimer).
developer - developer-region	name	The name of the region. (e.g. East Midlands, Southern). – Not displayed.
developer - developer-region - development	code	The internal reference for the development – used for mapping property listings to the appropriate development in the Rightmove Database. This ***must*** be unique for each development in the file.
	name	The name of the development.
	address1	Development address.
	address2	Additional address information.
	address3	Additional address information.
	town	Additional address information.
	postcode	Development postcode – used to locate properties for Rightmove location search engine.
	telephone	Development phone number.
	fax	Development fax number.
	email	Development e-mail address.
	price-min	The minimum price of a plot on the development.
	price-max	The maximum price of a plot on the development.
	summary	A summary of the development – If this field is empty it will be made up of the 1st 300 characters of description. **Currently not displayed**.
	description	Text describing the development – the contents of this field will be appended to all property listings created for the development.
	campaign	Information on current development-specific campaigns/special offers. (e.g. "Stamp Duty Paid") – appended to all prop listings for development.
	specification	Specification of development's properties – appended to all listings of the development.
	directions	Directions to the development – appended to all listings of the development.
	shopping	Information on shopping facilities nearby – appended to all listings of a development.
	leisure	Info on leisure facilities nearby – appended to all listings of a development.
	education	Info on education facilities nearby – appended to all listings of a development.
	transport	Info on transport facilities for the development – e.g. Rail/bus links. – appended to all listings of a development.
	health	Info on local health facilities. – appended to all listings of a development.
	disclaimer	Development standard disclaimer – appended to all listings of a development.
	opening-hours	Opening hours of development marketing office – appended to all listings of a development.
	media	Describes the media associated with the development (please see notes on media). Development can contain multiple instances of media (please see the "media" section of this table for its sub-fields).

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	style	Development can contain multiple instances of *EITHER* style *OR* plot but cannot contain instances of both. If development contains both plot and style subsections, then the development will be failed and no listings created.
	plot	Development can contain multiple instances of *EITHER* style *OR* plot but cannot contain instances of both. If development contains both plot and style subsections, then the development will be failed and no listings created.
developer - developer-region – development – style-plot	code	The internal reference for the style – used for mapping media files of a style to property listings. This must be unique for each style of each **development**. (2 different developments could have 2 styles with the same code, however all the information and media would need to be sent for each instance of the style)
	name	Style Name – displayed on property listing. **2 styles with different codes may share the same style name if required.**
	price-min	The minimum price of plots belonging to this style.
	price-max	The maximum price of plots belonging to this style.
	property-type	Describes the type of property (e.g. house, apartment etc.) of properties of this style. This data effects which user searches a listing will be returned in. Please see simpleType 'property-type' in the schema for the permitted values.
	feature	Key features of this style – displayed as bullet points at the top of the property listing. **Each style can have up to 10 features**.
	summary	Summary text of this style – if absent then the 1st 300 chars of the description will be used.
	description	Description text of the style – displayed on all listings of this style.
	floor	style can contain multiple instances of floor. If rooms are not designated to a floor then please assign all rooms to one floor and leave the floor [NAME] field blank.
	media	Describes the media belonging to this property style. style can contain multiple instances of media
	plot	Complex containing child elements describing the plots of either a style or development.
developer - developer-region – development – dev-plot	name-number	Name or number of the plot.
	price	(see notes on property listing creation below).
	bedrooms	(see notes on property listing creation below).
	status	Status of the plot. Please see simpleType 'status' in the schema for the permitted values.
	summary*	As for style
	description	As for style.
	sap	The SAP rating for each plot.
	garage	The parking facilities for each plot. Please see simpleType 'garage' in the schema for the permitted values.
	price-qualifier	A property's price qualifier, displayed next to the property price on the Summary & Details page. Please see simpleType 'price-qualifier' in the schema for the permitted values.
	feature*	As for style.
	*floor**	As for style.
	property-type*	As for style.
	style-name	A name for the property style. Displayed on site as : <style-name> at <development_address>.
	*media**	Describes the data belonging to a plot. plot can contain multiple instances of media
floor	name	The name of the floor.
floor - room	name	The name of the room (will be displayed on eventual property listing (please see section on property listing creation)
	dimensions	Free text entry of room dimensions (e.g. 15' 3" x 14' 2"). *EITHER* the "dimensions" field *OR* the "width", "length", "units" combination can be used to provide room dimensions.
	width	The width of the room.
	length	The length of the room.
	units	The units of the width and length measurements. Please see simpleType 'units' in the schema for the permitted values.
	description	A description of the room where applicable – This will be printed below the room dimensions for each room.
media	caption	Text that will appear beneath the image on Rightmove (e.g. "Typical Front Elevation)
	type	Describes the type of media that the file is. Please see simpleType 'media-type' in the schema for the permitted values.

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	URL	A fully qualified URL to the media hosted elsewhere – **_NOTE:_** only brochures or virtual tours may be provided as URL's, for images, floorplans and siteplans the physical file must be sent. For brochures and virtual tours where a URL is provided a filename need and should not be provided.
	filename	The name of the file (please see section on media files for naming convention) - – **_NOTE:_** only brochures or virtual tours may be provided as URL's, for images, floorplans and siteplans the physical file must be sent. For brochures and virtual tours where a URL is provided a filename need and should not be provided.

* This field applies to data being sent in **plot_only** model <u>only</u>. If this data is provided at a plot level where plots are grouped by style it will be ignored and the equivalent fields at style level will be used.

3. Development Data Management

3.1. Addition of New Developments to Rightmove.co.uk

Although the majority, if not all, of the data required to create a new development account on Rightmove.co.uk is to be provided in the XML file, using this information to create those new accounts is yet to be automated. Currently the identification and creation of accounts for new developments is done on a semi-automatic basis. All developments are required to be provided with a unique identification code which is mapped by Rightmove.co.uk to our internal development ID. When a new development is provided in the file it will be done so with a code that has yet to be mapped on our internal system. Therefore, these developments are being provided with an unrecognised code. The receipt of a development with an unrecognised code triggers the creation of a record on a report checked regularly by our New Homes Customer Service Team which indicates that a new account is required. Using the information provided in the file an account is then created on our database and the data provider's development code mapped to our own.

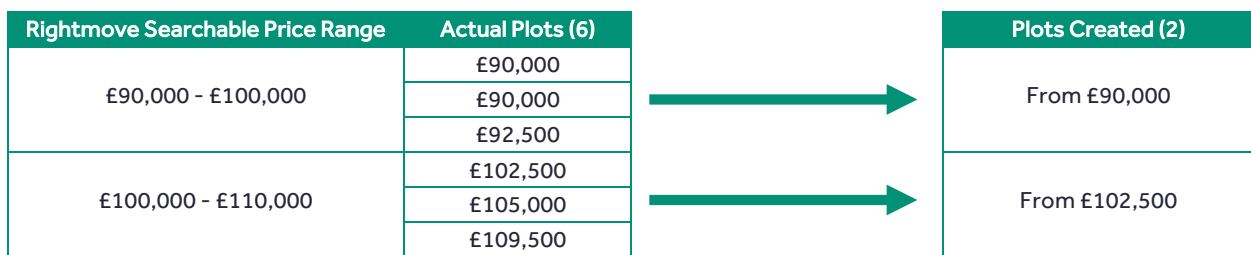## 3.2. Removal of Discontinued Developments from Rightmove.co.uk

All developments are flagged on our database with an "upload method" field that indicates the data provider from which we are expecting property data from for that development. When we receive a data feed from a provider all developments are checked to identify those for which we would expect properties in this particular provider's file. If a development is marked as receiving their data from provider X but provider X sends a file that does not contain any information relating to that development, then the assumption is that this development has been discontinued. This will trigger the appearance of the development on a report listing discontinued developments and the development will subsequently be removed from Rightmove.co.uk.

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4. Property Listing Creation

4.1. Plot Consolidation

On one development there will often be several plots on which have been built properties of the same style, as a result there may be many plots that are essentially identical in almost every respect save for some subtle differences in price. It would be inappropriate for Rightmove.co.uk to create several property listings that are identical as this would mean that a user searching for properties with certain criteria may receive a page full of what appear to be identical properties. This has been shown to have a negative impact on response from home buyers.

To prevent this Rightmove performs a consolidation of plots that are essentially identical. As each development is processed it is established which of its plots differ only in price. If a development has several identical plots at a range of prices then Rightmove will first consolidate all plots that share the same price into one listing. If two or more identical plots differ in price but the prices fall within the same searchable price band, such that a user searching between the narrowest price range possible on Rightmove would receive two listings identical save for a slight price difference, then one listing will be created at the lower/lowest price and the price of the listing prefixed with the word "from" (please see the diagram below to illustrate.

Rightmove Searchable Price Range	Actual Plots (6)	Plots Created (2)
£90,000 - £100,000	£90,000	From £90,000
	£90,000	
	£92,500	
£100,000 - £110,000	£102,500	From £102,500
	£105,000	
	£109,500	

4.2. Listing Presentation

Once it has been decided which listings are to be created the ADF script will collate information from all appropriate levels (development, style and plot) to create a listing on Rightmove. When a user clicks onto a property the information text will be sourced from several fields in the file in the order below (each field shows first the level that the field is sourced from and then the name of the field).

- [development_campaign]*
- [style_description]¥
- [style_room]*, ¥
- [development_description]
- [development_leisure]*
- [development_education]*
- [development_shopping]*
- [development_transport]*
- [development_health]*
- [development_marketing-office]*
- [development_directions]*
- [development_disclaimer]*.

* - The contents of these fields will automatically be formatted (with headings where appropriate).

¥ - If the data is being provided at a plot level then please exchange "style" for "plot"

Please note that the description field for the development is free-text. Therefore, it is not mandatory to send data separated into the optional fields such as education, leisure etc. that are provided. If, for example, your database contains this data but it is stored in one field, then it is possible to simply send all of this data as one lump in the description field; however, if this data is required to be formatted then this would have to be done with HTML tags within the data.

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4.3. Use of HTML

In order to format the presentation of the data HTML tags can be used. However, it should be noted that only certain HTML tags are allowable. HTML tags can be used to bold, italicise or underline text but MAY NOT be used to alter the size, font or colour of text. With regard to formatting the arrangement of text tags may be used to separate paragraphs (i.e. the <p> tag), introduce line breaks (<br>) or bulleted lists (<ul>/<li>). It is inadvisable to use HTML to introduce tables into any of the fields as these can interact in an unpredictable manner with the coding of our pages and can lead to unusual effects.

Please note that any hyperlinks provided in any of the fields will be stripped before being displayed.

4.4. Media Files

4.4.1. Media File Naming Conventions

Images need to be named according to a specific convention so that they can be correctly processed, loaded and eventually mapped against the appropriate property listing. Each image name should contain a three-letter code that describes the type of the media (represented below as XXX):

- IMG – Image (this includes location maps for developments as these are loaded with images) – GIF or JPG.
- FLP – Floorplans – GIF, FLP, PNG
- DOC – Brochures – can be supplied as pdf files or as a URL to a brochure hosted externally of Rightmove.

 (Virtual Tours can currently only be provided as a URL to an externally hosted location)

Development Level Media

Development level media should be provided with the filename adhering to the following convention:

> dev_[development_code]_XXX_<n>.ext

Here "dev" indicates that this media file is at a development level. <n> relates to a 2-digit serial number providing order information where multiple items of media of the same type are present (00 preceding 01 and so on).

When a new listing is created and assigned to a development all media preceded "dev" and containing the appropriate development code will be attached to that listing.

Style Level Media

Style level media should be provided with the filename adhering to the following convention:

style_[development_code]_[style_code]_XXX_<n>.ext

When a new property listing is created for a style all media preceded "style" and containing the appropriate development and style codes will be attached to that listing.

Plot Level Media

Plot level media should be sent with the following naming convention.

plot_[development_code]_[plot_name-number]_XXX_<n>.ext

By definition this media is specific to one plot only.

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<u>Media Precedence</u>

For each property listing that is created, media of the same type (e.g. all images or all floorplans) will be attached to the listing in the following order.

- Plot
- Style
- Development

i.e. The plot-specific images will be located above the style-specific images, which will in turn be above the development-specific images (likewise for floorplans, virtual tours, brochures etc).

Given the above setup it is imperative not to have the same piece of media attached to both the development and a particular style within that development as this will create duplication.

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4.4.2. Transferring Media Files

When each data integration process by Rightmove begins data files are moved from the data provider-specific upload folder on Rightmove's secure FTP server. At the end of each data feed process by Rightmove any development or style level media will be moved to a data provider-specific "reserve" directory on the same server. The contents of this reserve folder will be moved to the upload folder at the beginning of each data feed process. Therefore, development and style level media are effectively re-cycled in each upload so that they can be attached to any new property listings to be created within a certain development or style (please see diagram below) as new properties are built on that development. As a result of this process it is not necessary to continually re-send these files to Rightmove. Media need only be sent under the following circumstances:

- The first time that a piece of media is to be loaded (i.e. the first instance of the piece of media for any development or style).
- When media has changed and is required to be replaced on Rightmove (e.g. an actual photo of a property exterior needs to replace the artist's impression that was originally sent).

If media is being sent at a plot level, then each piece of media will be mapped to the plot referenced in the filename and that plot alone. The media will remain on the Rightmove system for as long as the plot is on Rightmove. If the plot is removed from Rightmove then all of its associated media will also be removed from Rightmove, therefore if a plot is removed and then re-submitted to Rightmove then the media will also have to be re-submitted with the property information.
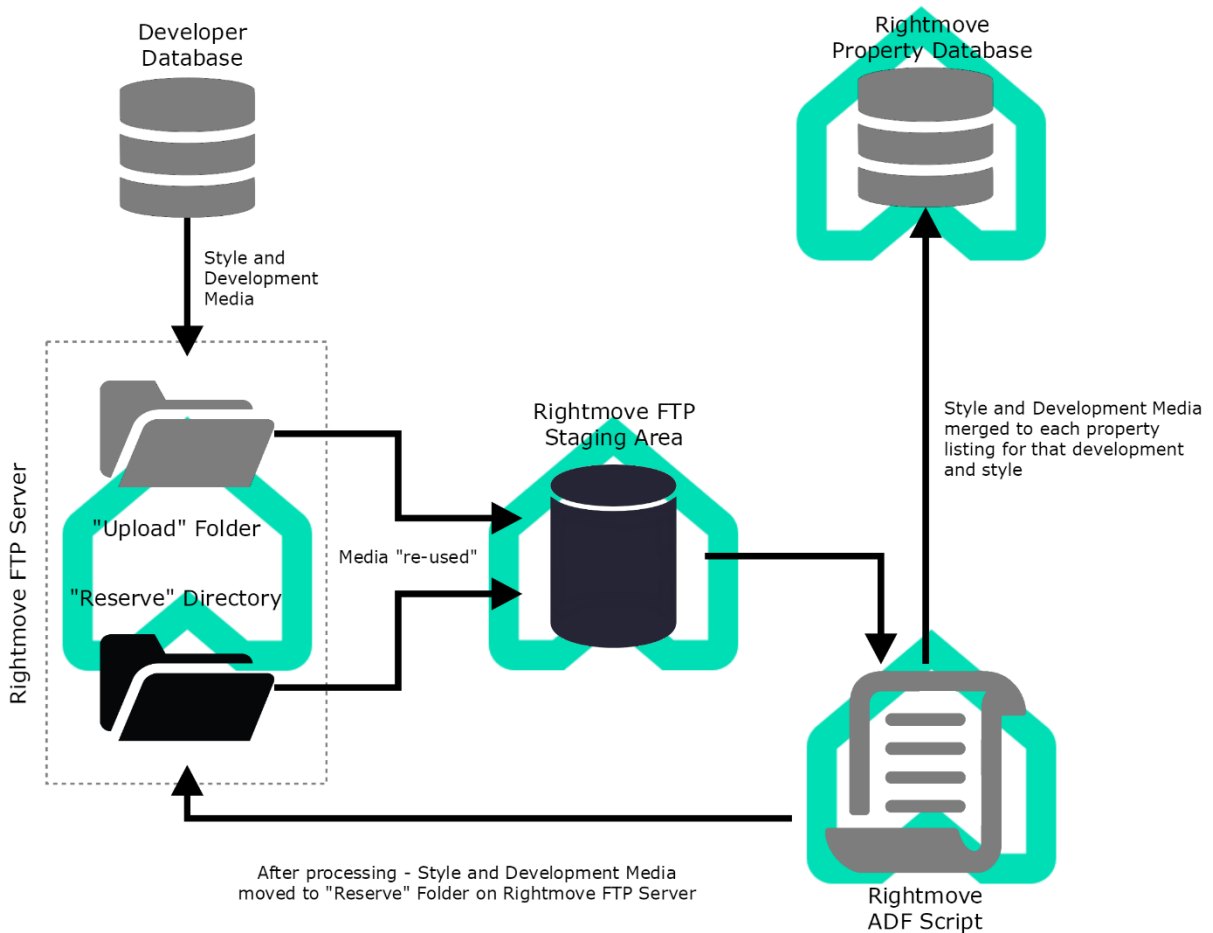
4.4.2.1. Transferring Data and Media Files to Rightmove.co.uk

Once an extraction program has been written to produce an XML data file and correctly named media files then these files need to be transferred to Rightmove to be submitted for process. This is done by transferring the files to Rightmove's secure FTP server. An FTP account will be set up for each data provider and data should be loaded into a particular folder on this server. Data providers for both Estate Agents and Developers can transfer files to the FTP server at any time of day and on any day of the week. Rightmove then collects all of the files found on the FTP at 4 times each day (0001, 0800, 1600, 1900) and sequentially works through all of the files that have been provided loading the data into the Rightmove property database (please see diagram below).

In order to reduce transfer time all or some of the files to be transferred can be provided as a zip files. A zip file transferred to Rightmove can contain just data file(s), just media file(s), or both data and media files.

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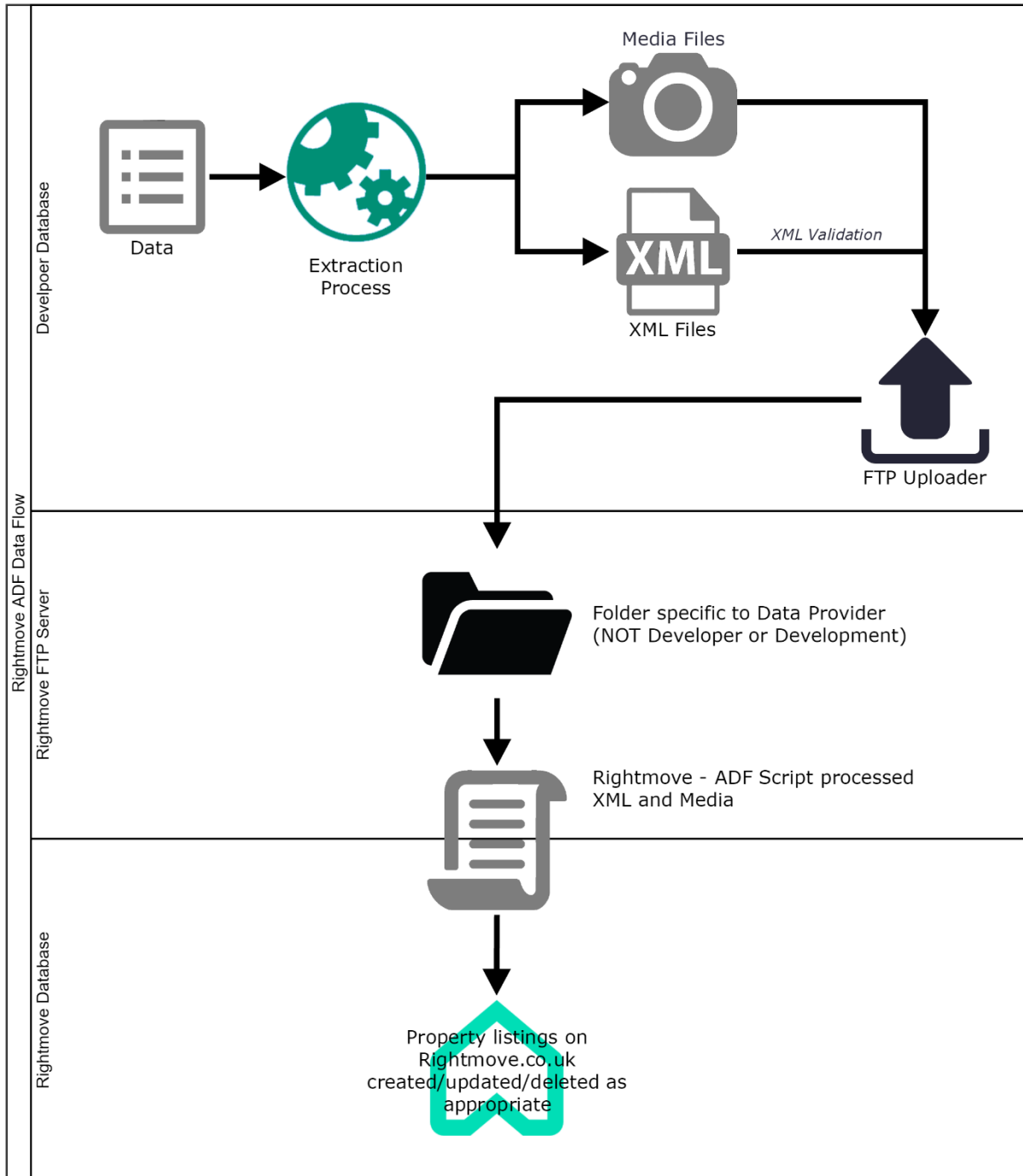
4.5. Schema Predefined Values

There are a number of fields in the XML schema where we only allow a predefined list of values:

- media-type
- property_type
- status
- units
- garage
- price-qualifier

Please refer to the simpleTypes at the bottom of the XML schema for the allowed values.