



Zumper XML Feed Specification: Single Unit Listing Feeds

This spec is well-known and documented but can be used in various ways; this document should help clarify which fields are required or recommended for syndication to Zumper. The values in this document are not constants but examples provided for demonstration purposes. Any questions regarding this spec can be directed to your Zumper representative or feeds@zumper.com

Basic Guidelines

- It is an explicit violation of our TOS to misrepresent address information in any way.
- **Do not** capitalize element names or values.
 - Correct: <status>for sale<status>
 - Wrong: <Status>For Sale<Status>
- **Do not** use ALL-CAPS or include HTML in descriptions; it will be sanitized.
- **Only** use element names provided to you in the document or discussed with a Zumper Representative.
- Should you receive the Trulia Specs, please consider them supplemental documentation to the primary Zumper Specs. Prioritizing building to our Zumper specifications is essential, utilizing Trulia Specs only for additional guidance or features.
- Any amenity may be provided, but they may or may not be parsed or shown. See more about amenities [here](#).
- Some fields are **required**
- Some fields are **strongly recommended**
- Some fields may include additional explanation or context: ← **specific explanations** →

Submitting your XML File

Once you have created your XML File, email the target URL to feeds@zumper.com or to the Zumper Representative you were working with.

Handling of 'Hidden' Listing Addresses

Objective:

This section outlines the methodology and considerations used by Zumper for displaying listing addresses marked as 'hidden' (i.e., when `display-address=no` is set in the XML feed).

- Zumper will consider these to be “open” listings (represented/marketed by multiple agents or representatives), and they will encounter increased duplication detection/”merging.”
- Zumper suggests that you provide the intersection if it is known/knowable for better display; also, providing the unit number is essential when submitting “open” listings.

Specifications:

1. When Intersection is Specified:

- **Format:** The address will be displayed in this format if the listing specifies an intersection (e.g., "Bank St & Greenwich St #17").
- **Location Plotting:** The listing will be plotted on the map at the latitude and longitude coordinates corresponding to the specified intersection.

2. When Intersection is Not Specified:

- **Format:** In cases where no intersection is provided (e.g., "Waverly Pl #17"), the address will be displayed as such.
- **Location Plotting:**
 - The listing will be plotted on the map at a point randomly offset from the true location.
 - The offset will be within a range of 150-300 feet in both the North/South and East/West directions, as determined by the street address provided.

**Under no conditions will a tenant see the house number portion of the street address.

Handling of Amenities & <other-amenity>

General:

- Zumper aims to display as many of the amenities you provide as possible.
- You may include any amenity, but they may or may not be shown.
- If an amenity in your file is not showing on Zumper, contact your Support Team for assistance.

See below for examples of standard amenities to include.

<other-amenity>Air Conditioning</other-amenity>
<other-amenity>Central Air</other-amenity>
<other-amenity>Central Heat</other-amenity>
<other-amenity>Fireplace</other-amenity>
<other-amenity>Ceiling Fan</other-amenity>
<other-amenity>Hardwood Floor</other-amenity>
<other-amenity>Basement</other-amenity>
<other-amenity>High Ceilings</other-amenity>
<other-amenity>Walk-In Closets</other-amenity>
<other-amenity>Carpet</other-amenity>
<other-amenity>Storage</other-amenity>
<other-amenity>Garden</other-amenity>
<other-amenity>Deck</other-amenity>
<other-amenity>Balcony</other-amenity>
<other-amenity>Patio</other-amenity>
<other-amenity>Pool</other-amenity>
<other-amenity>Wheelchair Access</other-amenity>
<other-amenity>Controlled Access</other-amenity>
<other-amenity>Fitness Center</other-amenity>
<other-amenity>Business Center</other-amenity>
<other-amenity>Package Service</other-amenity>
<other-amenity>On-site Management</other-amenity>
<other-amenity>Concierge Service</other-amenity>
<other-amenity>Dry Cleaning Service</other-amenity>

Annotated XML Spec

- fields are **required**
 - fields are **strongly recommended**
 - fields include additional explanation or context: ← **specific explanations** →
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<?xml version="1.0" encoding="UTF-8"?>
<property>
  <status>for rent</status> <!-- it is STRONGLY preferred that 'withdrawn' listings are simply dropped from the feed -->
  <listing-type>rental</listing-type> <!-- default 'rental' -->
  <location>
    <unit-number>4</unit-number>
    <display-address>yes</display-address> <!-- see above for display rules, default 'yes' -->
    <street-address>123 Fake Street</street-address>
    <street-intersection>Fake & Jones</street-intersection>
    <city-name>San Francisco</city-name>
    <zipcode>94111</zipcode>
    <country>USA</country>
    <state-code>CA</state-code>
    <longitude>-122.505877</longitude>
    <latitude>37.787991</latitude>
  </location>
  <details>
    <provider-listingid>779768</provider-listingid> <!-- this is your internal id. it should never change for this
listing-->
    <property-type>apartment</property-type>
    <price>2500</price>
    <num-bedrooms>2</num-bedrooms>
    <num-bathrooms>2</num-bathrooms>
    <num-half-bathrooms>0</num-half-bathrooms> <!-- default '0' -->
    <living-area-square-feet>1031</living-area-square-feet>
    <description>Lorem ipsum dolor sit amet elit...</description> <!-- do not use ALL-CAPS or include html, it
will be sanitized -->
    <date-available>2022-09-01</date-available>
  </details>
  <landing-page>
    <lp-url>http://www.example.com/rentals/111/2-bed</lp-url>
  </landing-page>
  <site>
    <site-url>https://www.example-realty.com</site-url>
    <site-name>Example Realty Inc.</site-name>
  </site>
  <pictures> <!-- 5 images or more is strongly recommended -->
    <picture>
      <picture-url>http://www.example.com/rentals/1.jpg</picture-url>
      <picture-seq-number>1</picture-seq-number>
    </picture>
    <picture>
      <picture-url>http://www.example.com/rentals/2.jpg</picture-url>
```

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        <picture-seq-number>2</picture-seq-number>
    </picture>
    <picture>
        <picture-url>http://www.example.com/rentals/3.jpg</picture-url>
        <picture-seq-number>3</picture-seq-number>
    </picture>
</pictures>
<virtual-tours>
    <virtual-tour-url>https://my.matterport.com/show/?m=ebitdabadabdo</virtual-tour-url>
    <virtual-tour-caption>Fully Renovated Two Bedroom, Two Bathroom</virtual-tour-caption>
    <virtual-tour-description>Check out this.....</virtual-tour-description>
    <virtual-tour-seq-number>0</virtual-tour-seq-number>
</virtual-tours>
<videos>
    <video>
        <video-url>
            <iframe src="https://www.youtube.com/embed/525wbwb525" width="640" height="360" frameborder="0"
loading="lazy" allow="fullscreen; accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture;
magnetometer; xr-spatial-tracking;"></iframe>
        </video-url>
        <video-seq-number>1</video-seq-number>
    </video>
</videos>
<floorplan-layouts>
    <floorplan-layout>
        <floorplan-layout-url>https://s3.amazonaws.com/xyz.jpg</floorplan-layout-url>
        <floorplan-layout-caption>2 Bed / 2 Bath</floorplan-layout-caption>
        <floorplan-layout-seq-number>1</floorplan-layout-seq-number>
    </floorplan-layout>
</floorplan-layouts>
<agent>
    <agent-name>Joe Agent</agent-name>
    <agent-phone>(415) 555-1212</agent-phone>
    <agent-email>joe@example.com</agent-email> <!-- This is the contact identifier -->
    <agent-alternate-email>crm@example.com</agent-alternate-email> <!-- This field overrides agent-email. Use it when
sending leads to a CRM is needed -->
    <agent-website>www.example.com</agent-website>
</agent>
<brokerage>
    <brokerage-name>Example Realty</brokerage-name>
    <brokerage-phone>(415) 555-1212</brokerage-phone>
    <brokerage-email>email@example.com</brokerage-email>
    <brokerage-website>http://example.com</brokerage-website>
</brokerage>
<detailed-characteristics>
    <appliances> <!--This is the preferred structured amenity data. see Trulia's spec for details-->
        <has-washer>no</has-washer> <!-- yes will apply in_unit_laundry label.-->
        <has-dryer>no</has-dryer> <!-- yes will apply in_unit_laundry label.-->
        <has-dishwasher>yes</has-dishwasher>
    </appliances>
    <furnished>no</furnished>
    <other-amenities> <!-- include any amenity, but they may or may not be shown -->

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<other-amenity>Underground parking</other-amenity> <!-- non-Trulia amenities specified here -->
<other-amenity>Garbage Disposal</other-amenity>
<other-amenity>Recently Renovated</other-amenity>
<other-amenity>In-suite storage</other-amenity>
<other-amenity>Lawn</other-amenity>
<other-amenity>Garage Parking</other-amenity>
<other-amenity>Bicycle Storage & Maintenance Station</other-amenity>
<other-amenity>Microwave</other-amenity>
<other-amenity>Swimming Pool</other-amenity>
</other-amenities>
</detailed-characteristics>
<rental-terms>
  <price>4100</price>
  <additional-fees>
    <fee>
      <fee-amount>4100</fee-amount>
      <fee-description>leasing fee</fee-description> <!-- Trulia spec is loose. Specify leasing-fee like this.-->
    </fee>
  </additional-fees>
  <lease-type>month-to-month</lease-type> <!-- values can be "month" or "annual." -->
  <lease-min-length-months>12</lease-min-length-months> <!-- alternative format to <lease-type> for numeric values -->
  <rental-type>standard</rental-type>
  <security-deposit>0</security-deposit>
  <security-deposit-description>consectetur adipiscing.</security-deposit-description>
  <lease-details>consectetur adipiscing elit. Aliquam sit.</lease-details>
<pets>
  <small-dogs-allowed>yes</small-dogs-allowed>
  <large-dogs-allowed>yes</large-dogs-allowed>
  <cats-allowed>yes</cats-allowed>
</pets>
</rental-terms>
</property>

```