

Zillow New Construction Feed Guide

Technical Spec for
V3.5 Zillow New Construction Format

5/24/2022

Contents

Overview	3
Revision History	3
Feed Format	4
XML Guidelines	4
Entity Reference	4
CDATA	4
Case Sensitivity	4
Character Set Support	4
XML Specification	5
Data Dictionary	13
Builders	14
Corporation	14
Builder	15
Subdivision	15
Lot	21
Plan	23
Spec	28
ListingConnections	34
Identifiers	34
Listing Quality	35
Inventory	35
Listing Completeness	35
Images	35
Video	36
Promotions	36
Timeliness	36
FAQ	36
How do I submit my feed?	36

Who do I contact in case something isn't working correctly?	36
What's the relationship between Lots, Specs, and Plans?	36
Where are my leads sent?	37
Sample XML Feed	37

Overview

The feed format presented below will allow your organization to share new construction listings with Zillow. Your use of the Zillow New Construction products and delivery of your listings to Zillow is governed by the terms and conditions in place between you and Zillow. For further information, please contact our New Construction Support Team at newconstructionsupport@zillowgroup.com.

Revision History

Date	Revisions Made
2011	v1.0 released
10/1/2015	v2.0 released. Support Lot listings; expanded data.
11/5/2015	v2.1 released. Minor updates.
12/4/2015	v2.2 released. Added new Lot status.
10/12/2016	v2.3 released. Added ProviderListingId and Subdivision Status. Minor updates.
2/20/2017	v2.4 released. Added BillingId.
4/5/2019	v3.0 released. <ul style="list-style-type: none"> Added support of Open Houses on Specs Updated <BrandName> to support 40 characters (from 30) Updated images with recommended sizes Updated Subdivision Services to clarify if <MonthlyFee> or <YearlyFee> take precedence when both are provided Clarified descriptions for <SubLeadsEmail>, <DefaultLeadsEmail> and <UseDefaultLeadsEmail> Clarified description for how SequencePosition is used for image types
7/1/2019	v3.1 released. <ul style="list-style-type: none"> Support listings in Canada. Added corporation description and specialties. Removed support of repeatable corporations per feed.
7/1/2020	v3.2 released. Added support for Tour Hours.
9/23/2020	v3.3 released. Added support for Listing Connections.
3/1/2022	v3.4 released. Added support for Self Tour.
5/24/2022	v3.5 released. Added support for Sales Office and Subdivision Country. Minor update.

Feed Format

The Zillow New Construction format is an XML format that allows you to provide your corporation, builder, subdivision, plan, spec, and lot information to Zillow. The feed must comply with this specification and with Zillow’s listing quality standards (see below) to be accepted.

XML Guidelines

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.

Illegal Character	Entity Reference	Description
&	&	Ampersand
‘	'	Apostrophe
>	>	Greater Than
<	<	Less Than
“	"	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 feed elements and corresponding values are case sensitive. For example, <CorporateBuilderNumber>1234</CorporateBuilderNumber> will be accepted successfully, whereas <corporatebuildernumber >1234</corporatebuildernumber> will not be.

Character Set Support

The accepted encoding for the XML feed file is UTF-8 and will be specified in the very first line of your XML feed file using the following line:

```
<?xml version="1.0" encoding="UTF-8">
```

XML Specification

This is the expected structure of the XML file.

```
<Builders>
  <Corporation>
    <CorporateBuilderNumber/>
    <CorporateState/>
    <CorporateName/>
    <CorporateReportingEmail/>
    <CorporateDescription/>
    <Specialties>
      <Specialty Type=""/> <!-- repeatable --!>
    </Specialties>
  </Corporation>
  <OpenSpecialties>
    <OpenSpecialty/> <!-- repeatable --!>
  </OpenSpecialties>
  <Builder> <!-- repeatable --!>
    <BuilderNumber/>
    <BrandName/>
    <BrandLogo_Med/>
    <ReportingName/>
    <DefaultLeadsEmail/>
    <BuilderWebsite/>
    <Subdivision> <!-- repeatable --!>
      <SubdivisionNumber/>
      <SubdivisionName/>
      <UseDefaultLeadsEmail/>
      <SubLeadsEmail/>
      <CommunityStyle/>
      <SalesOffice>
        <Agent/>
        <Address
          OutOfCommunity="">
          <Street1/>
          <Street2/>
          <City/>
          <State/>
          <ZIP/>
          <Country/>
          <Geocode>
            <Latitude/>
            <Longitude/>
          </Geocode>
        </Address>
      </SalesOffice>
    </Subdivision>
    <Phone>
      <AreaCode/>
      <Prefix/>
      <Suffix/>
    </Phone>
  </Builder>
</Builders>
```

```

        <Extension/>
    </Phone>
    <Hours/>
    <HoursDetail>
        <Day> <!-- repeatable --!>
            <DayOfWeek/>
            <StartTime/>
            <EndTime/>
        </Day>
        <ByAppointment/>
    </HoursDetail>
    <TourHoursDetail>
        <Day> <!-- repeatable --!>
            <DayOfWeek>
            <StartTime>
            <EndTime>
        </Day>
    </TourHoursDetail>
</SalesOffice>
<SubAddress>
    <SubStreet1/>
    <SubStreet2/>
    <SubCity/>
    <SubState/>
    <SubZIP/>
    <SubCountry/>
    <SubGeocode>
        <SubLatitude/>
        <SubLongitude/>
    </SubGeocode>
</SubAddress>
<DrivingDirections/>
<Schools>
    <DistrictName/>
    <Elementary/>
    <Middle/>
    <High/>
</Schools>
<SubAmenity
    Type=""/> <!-- repeatable --!>
<Service
    Type="">
    <ServiceName/>
    <MonthlyFee/>
    <YearlyFee/>
</Service> <!-- repeatable --!>
<SubDescription/>
<SubImage
    Type=""

```

```

        SequencePosition=""
        Caption=""/> <!-- repeatable --!>
<SubVideoFile
    Title=""/>
<SubVideoTour
    Title=""/>
<SubWebsite/>
<SubLotMaps>
    <LotMap/> <!-- repeatable --!>
</SubLotMaps>
<Promotion>
    <PromoType/>
    <PromoHeadline/>
    <PromoDescription/>
    <StartDate/>
    <EndDate/>
</Promotion>
<OpenAmenity
    Type=""
    SequencePosition=""/> <!-- repeatable --!>
<Lot> <!-- repeatable --!>
    <LotNumber/>
    <LotName/>
    <ParcelNumber/>
    <Address>
        <Street1/>
        <Street2/>
        <City/>
        <State/>
        <ZIP/>
        <Geocode>
            <Latitude/>
            <Longitude/>
        </Geocode>
    </Address>
    <Status/>
    <LotSize/>
    <LotPremium/>
    <MarketingHeadline/>
    <Description/>
    <MlsId/>
    <Promotion>
        <PromoType/>
        <PromoHeadline/>
        <PromoDescription/>
        <StartDate/>
        <EndDate/>
    </Promotion>

```

```

    <Polygon>
      <outerBoundaryIs>
        <LinearRing>
          <coordinates/>
        </LinearRing>
      </outerBoundaryIs>
    </Polygon>
  <EligiblePlans>
    <PlanNumber/> <!-- repeatable --!>
  </EligiblePlans>
</Lot>
<Plan
  Type=""> <!-- repeatable --!>
  <PlanNumber/>
  <PlanName/>
  <PlanTypeName/>
  <BasePrice/>
  <BaseSqft/>
  <Stories/>
  <Baths/>
  <HalfBaths/>
  <QuarterBaths/>
  <ThreeQuarterBaths/>
  <Bedrooms
    MasterBedLocation=""/>
  <Garage/>
  <LivingArea
    Type=""/> <!-- repeatable --!>
  <Basement/>
  <PlanAmenity
    Type=""/> <!-- repeatable --!>
  <PlanOpenAmenity/> <!-- repeatable --!>
  <Description/>
  <ModelHome>
    <Address>
      <Street1/>
      <Street2/>
      <City/>
      <State/>
      <ZIP/>
      <Geocode>
        <Latitude/>
        <Longitude/>
      </Geocode>
    </Address>
  </ModelHome>
  <PlanImages>
    <ElevationImage

```



```

        SequencePosition=""
        Caption=""/> <!-- repeatable --!>
<FloorPlanImage
    SequencePosition=""
    Caption=""/> <!-- repeatable --!>
<InteriorImage
    SequencePosition=""
    Caption=""/> <!-- repeatable --!>
<VirtualTour/>
<PlanViewer/>
</PlanImages>
<PlanVideoFile/>
<PlanWebsite/>
<RichDetails>
    <ArchitectureStyle/>
    <Attic/>
    <CoolingSystems>
        <CoolingSystem/>
        <!-- repeatable --!>
    </CoolingSystems>
    <Deck/>
    <DisabledAccess/>
    <Dock/>
    <DoublePaneWindows/>
    <ExteriorTypes>
        <ExteriorType/>
        <!-- repeatable --!>
    </ExteriorTypes>
    <HeatingFuels>
        <HeatingFuel/>
        <!-- repeatable --!>
    </HeatingFuels>
    <HeatingSystems>
        <HeatingSystem/>
        <!-- repeatable --!>
    </HeatingSystems>
    <MotherInLaw/>
    <ParkingTypes>
        <ParkingType/>
        <!-- repeatable --!>
    </ParkingTypes>
    <Patio/>
    <Porch/>
    <RoofTypes>
        <RoofType/>
        <!-- repeatable --!>
    </RoofTypes>
    <Skylight/>

```

```

        <SprinklerSystem/>
        <Wetbar/>
        <Wired/>
    </RichDetails>
    <Spec> <!-- repeatable --!>
        <SpecNumber/>
        <ParcelNumber/>
        <SpecMLSNumber/>
        <SpecSaleStatus/>
        <SpecAddress>
            <SpecLot/>
            <SpecStreet1/>
            <SpecStreet2/>
            <SpecCity/>
            <SpecState/>
            <SpecZIP/>
            <SpecGeocode>
                <SpecLatitude/>
                <SpecLongitude/>
            </SpecGeocode>
        </SpecAddress>
        <SpecStatus/>
        <SpecMoveInDate>
            <Month/>
            <Day/>
        </SpecMoveInDate>
        <SpecIsModel/>
        <SpecPrice/>
        <SpecSqft/>
        <SpecLotSizeSqft/>
        <SpecStories/>
        <SpecUnitLevel/>
        <SpecLocation/>
        <SpecBaths/>
        <SpecHalfBaths/>
        <SpecQuarterBaths/>
        <SpecThreeQuarterBaths/>
        <SpecBedrooms
            MasterBedLocation=""/>
        <SpecGarage/>
        <SpecLivingArea
            Type=""/> <!-- repeatable --!>
        <SpecBasement/>
        <SpecMarketingHeadline/>
        <SpecDescription/>
        <Promotion>
            <PromoType/>

```

```

        <PromoHeadline/>
        <PromoDescription/>
        <StartDate/>
        <EndDate/>
    </Promotion>
    <OpenHouses>
        <OpenHouse> <!-- repeatable --!>
            <Date/>
            <StartTime/>
            <EndTime/>
        </OpenHouse>
    </OpenHouses>
    <ModelHome>
        <Address>
            <Street1/>
            <Street2/>
            <City/>
            <State/>
            <ZIP/>
            <Geocode>
                <Latitude/>
                <Longitude/>
            </Geocode>
        </Address>
    </ModelHome>
    <SpecAmenity
        Type=""/> <!-- repeatable --!>
    <SpecOpenAmenity/> <!-- repeatable --!>
    <SpecYearBuilt/>
    <SpecImages>
        <SpecElevationImage
            SequencePosition=""
            Caption=""/> <!-- rep --!>
        <SpecFloorPlanImage
            SequencePosition=""
            Caption=""/> <!-- rep --!>
        <SpecInteriorImage
            SequencePosition=""
            Caption=""/> <!-- rep --!>
        <SpecVirtualTour/>
    </SpecImages>
    <SpecVideoFile/>
    <SpecWebsite/>
    <RichDetails>
        <Appliances>
            <Appliance/> <!-- rep --!>
        </Appliances>
    </Appliances>

```

```

<ArchitectureStyle/>
<Attic/>
<CeilingFan/>
<CoolingSystems>
    <CoolingSystem/>
    <!-- repeatable --!>
</CoolingSystems>
<Deck/>
<DisabledAccess/>
<Dock/>
<DoublePaneWindows/>
<ExteriorTypes>
    <ExteriorType/>
    <!-- repeatable --!>
</ExteriorTypes>
<HeatingFuels>
    <HeatingFuel/>
    <!-- repeatable --!>
</HeatingFuels>
<HeatingSystems>
    <HeatingSystem/>
    <!-- repeatable --!>
</HeatingSystems>
<MotherInLaw/>
<ParkingTypes>
    <ParkingType/>
    <!-- repeatable --!>
</ParkingTypes>
<Patio/>
<Pool/>
<Porch/>
<RoofTypes>
    <RoofType/>
    <!-- repeatable --!>
</RoofTypes>
<Skylight/>
<SprinklerSystem/>
<ViewTypes>
    <ViewType/>
    <!-- repeatable --!>
</ViewTypes>
<Waterfront/>
<Wetbar/>
<Wired/>
</RichDetails>
</Spec>
</Plan>
<ListingConnections> <!-- repeatable --!>

```

```

        <MlsIdentifier/>
        <ListingId/> <!-- repeatable --!>
    </ListingConnections>
    </Subdivision>
  </Builder >
</Corporation>
</Builders>

```

Data Dictionary

This section describes the expected format and allowable values for all elements.

Here are the most common data types and their rules:

String	String format. No HTML or other markup is supported.
URL	String of 255 characters or less, starting with http:// or https://
Email	String format that represents a single valid email address, up to 50 characters. Multiple email addresses are not allowed.
Boolean	Set to 1 for true, set to 0 for false
Coordinate	Latitude values must be on the form of "47.609732" and longitude values must be on the form of "-122.333131". The contiguous United States will always have positive latitudes and negative longitudes.
Integer	Numerical representation with no decimals (e.g., 2)
Decimal	Numerical representation with a decimal (e.g., 10.2)
Price	Price is represented as a decimal type number with an optional fractional component of two digits. Examples of valid values are 212000; 212,000; \$212,000; and 212000.00.

Builders

Element	Required?	Format	Description
<Builders>	Yes		The parent element for all other elements.
<Corporation/>	Yes	See below	The highest-level entity, usually the builder headquarters.

Corporation

Element	Required?	Format	Description
<CorporateBuilderNumber/>	Yes	String up to 30 characters	This is a unique identifier for the parent corporation (e.g. builder headquarters).
<CorporateState/>	Yes	String up to 2 characters	A valid 2-character state abbreviation where the

			parent corporation is incorporated or located in.
<CorporateName/>	Yes	String up to 40 characters	This is the name of the corporation.
<CorporateReportingEmail/>	No	Email	Email address where copies of leads are sent to.
<CorporateDescription/>	No	String up to 2000 characters	A description of the corporation.
<Specialties>	No	Parent element	
<Specialty	No	Boolean	Indicate whether a type of specialty exists. This element can be used multiple times, once for each type.
Type=""/>		One of: <ul style="list-style-type: none"> • CustomHomes • ProductionHomes • FirstHomes • MoveupHomes • MultigenerationalHomes • LuxuryHomes • Smart Homes • Energy Efficient • Townhomes • Condominiums • ManufacturedHomes • BuilderOnYourLot • Communities • 55Plus • MasterePlannedCommunities • UrbanLiving • SuburbanLiving • GolfcourseLiving • ActiveAdult • SustainableConstruction • EcoFriendly 	The type of specialty.
</Specialties>		Closing element	
<OpenSpecialties>	No	Parent element	
<OpenSpecialty>	No	String up to 40 characters	Open text field to collect specialties not defined in the specialties list. Multiples allowed up to 5.
</OpenSpecialties>		Closing element	
<Builder/>	Yes	See below	A subsidiary or division of the corporation. There can be multiple Builder elements per Corporation.

Builder

Element	Required?	Format	Description
<BuilderNumber/>	Yes	String up to 30 characters	Unique ID among all of the divisions of the builder.
<BrandName/>	Yes	String up to 40 characters	The brand or marketing name that will be displayed to consumers.
<BrandLogo_Med/>	No	URL	Brand logo.
<ReportingName/>	Yes	String up to 75 characters	Unique name used for reporting and billing purposes.
<DefaultLeadsEmail/>	Yes*	Email	The builder-level default email address for leads if <SubLeadsEmail> is not provided.
<BuilderWebsite/>	No	URL	The URL to the builder's website.
<Subdivision/>	Yes	See below	Builder's communities. There can be multiple Subdivision elements per Builder.

* DefaultLeadsEmail is not required if emails are provided for every Subdivision for the builder.

Subdivision

Element	Required?	Format	Description
Status=""	No	One of: <ul style="list-style-type: none"> Active ComingSoon 	A community will only show up as "Coming Soon" if status = ComingSoon and no plans are provided for the subdivision. All other values for the status attribute, or not provided, will result in Active communities (as long as at least 1 plan is provided).
<SubdivisionNumber/>	Yes	String up to 30 characters	Unique identification number among all of the builder's subdivisions.
<SubdivisionName/>	Yes	String up to 60 characters	Marketing name for the subdivision. Displayed to the consumers.
<UseDefaultLeadsEmail/>	No	Boolean	If this is null or 0, <SubLeadsEmail> will be used for lead routing. If this is set to 1, <SubLeadsEmail> will be ignored and leads will be routed to the <DefaultLeadsEmail> set at the builder level.
<SubLeadsEmail/>	Yes*	Email	The email where leads will be sent from each subdivision, unless <UseDefaultLeadsEmail> is set to 1. * SubLeadsEmail is not required if DefaultLeadsEmail is provided for the Builder
<CommunityStyle/>	No	One of: <ul style="list-style-type: none"> Gated 	Community lifestyle attribute. Set to one of the possible values.

		<ul style="list-style-type: none"> • Adult • CondoOnly • AgeRestricted • Urban • Townhomes • Green 	
<SalesOffice>	Yes	Parent element	Information about the sales office for this subdivision.
<Agent/>	No	String up to 50 characters	The name of the agent responsible for this subdivision.
<Address	Yes	Parent element	Contains the address of the sales office
OutOfCommunity="">	Yes	Boolean	Specifies if the sales office is outside the community. If it is, <SubAddress> is required.
<Street1/>	Yes	String up to 100 characters	First line of an address – contains: House Number Prefix Street Name Type Suffix.
<Street2/>	No	String up to 100 characters	Used if second address line is needed
<City/>	Yes	String up to 40 characters	The city name.
<State/>	Yes	String up to 2 characters	The state abbreviation. If in Canada, Province code should be the provided value under the <State> tag.
<ZIP/>	Yes	String up to 5 characters	The 5-digit ZIP code. If in Canada, Postal code should be the provided value under the <ZIP> tag.
<Country/>	No	US or USA for United States CA for Canada	The country abbreviation.
<Geocode>	Yes	Parent element	Location of the sales office.
<Latitude/>	Yes	Coordinate	Declination from the equator (North/South).
<Longitude/>	Yes	Coordinate	Declination from the prime meridian (East/West).
</Geocode>		Closing element	
</Address>		Closing element	
<Phone>	Yes	Parent element	The phone number for the sales office.
<AreaCode/>	Yes	Number up to 3 digits	The area code.
<Prefix/>	Yes	Number up to 3 digits	The first three digits after the area code.
<Suffix/>	Yes	Number up to 4 digits	The last four digits of the phone number.
<Extension/>	No	Number up to 7 digits	The extension, if present. Do not include the "x".
</Phone>		Closing element	

<Hours/>	No	String up to 100 characters	The hours the sales office is open. Use abbreviations, e.g. "Mon-Fri 8am-7pm; Sat-Sun 10am-6pm"
<HoursDetail>	No	Parent element	If information is provided in this section, the Hours element will be ignored.
<Day>	No	Parent element	Up to 7 allowed. Provide one for each day the office is open.
<DayOfWeek>	No	One of: <ul style="list-style-type: none"> • Monday • Tuesday • Wednesday • Thursday • Friday • Saturday • Sunday 	The day of the week for these office hours.
<StartTime>	No	hh:mm	24-hour time format. When the office opens on this day.
<EndTime>	No	hh:mm	24-hour time format. When the office closes on this day.
</Day>	No	Closing element	
<ByAppointment>	No	Boolean	Is the office open by appointment?
</HoursDetail>		Closing element	
<TourHoursDetail>	No	Parent element	This section indicates the hours that the community is available for touring. If these hours are not provided, we will default tour booking hours to the sales office hours above.
<Day>	No	Parent element	Up to 7 allowed. Provide one for each day that tours are available.
<DayOfWeek>	No	One of: <ul style="list-style-type: none"> • Monday • Tuesday • Wednesday • Thursday • Friday • Saturday Sunday 	The day of the week for these tour hours
<StartTime>	No	hh:mm	24-hour time format. The earliest that tours are available on this day.
<EndTime>	No	hh:mm	24-hour time format. The latest that tours are available on this day.
</Day>	No	Closing element	
</TourHoursDetail>		Closing element	
</SalesOffice>		Closing element	
<SubAddress>	Yes	Parent element	Contains the address of the subdivision.

<SubStreet1/>	Yes	String up to 100 characters	First line of an address – contains: House Number Prefix Street Name Type Suffix.
<SubStreet2/>	No	String up to 100 characters	Used if second address line is needed.
<SubCity/>	Yes	String up to 40 characters	The city name.
<SubState/>	Yes	String up to 2 characters	The state abbreviation. If in Canada, Province code should be the provided value under the <State> tag.
<SubZIP/>	Yes	String up to 5 characters	The 5-digit ZIP code. If in Canada, Postal code should be the provided value under the <ZIP> tag.
<SubCountry/>	No	US or USA for United States CA for Canada	The country abbreviation.
<SubGeocode>	Yes	Parent element	Location of the subdivision.
<SubLatitude/>	Yes	Coordinate	Declination from the equator (North/South).
<SubLongitude/>	Yes	Coordinate	Declination from the prime meridian (East/West).
</SubGeocode>		Closing element	
</SubAddress>		Closing element	
<DrivingDirections/>	No	String up to 1000 characters	The directions to this subdivision or sales office.
<Schools>	No	Parent element	Information about schools for the subdivision.
<DistrictName/>	No	String up to 40 characters	The school district name.
<Elementary/>	No	String up to 40 characters	The name of the elementary school.
<Middle/>	No	String up to 40 characters	The name of the middle school.
<High/>	No	String up to 40 characters	The name of the high school.
</Schools>		Closing element	
<SubAmenity	No	Boolean	Indicate whether an amenity exists. This element can be used multiple times, once for each amenity.
Type=""/>	No	One of: • Basketball • Baseball • Volleyball • Soccer • Tennis • GolfCourse • Playground • Pool • Views • Lake • Pond	The type of amenity.

		<ul style="list-style-type: none"> • Beach • MarinaWaterfrontLots • Park • Trails • Greenbelt • Clubhouse • CommunityCenter 	
<Service Type=""	No	Parent element	Services that are "included" or required with home ownership.
	No	One of: <ul style="list-style-type: none"> • HOA • GroundsCare • Security • Maintenance • MedicalCare • Shopping 	The type of service.
<ServiceName/>	No	String up to 50 characters	The name of the service. Required if there is a service element.
<MonthlyFee/>	No	Price	If the service is paid monthly, the monthly cost. If there is a service element, either the monthly or yearly fee information is required. If <YearlyFee> is also provided, <MonthlyFee> will be used.
<YearlyFee/>	No		If the service is paid yearly, the yearly cost. If there is a service element, either the monthly or yearly fee information is required. If <MonthlyFee> is also provided, <MonthlyFee> will be used instead.
</Service>		Closing Element	
<SubDescription/>	No	String up to 2000 characters	A description of the subdivision.
<SubImage Type="" SequencePosition="" Caption=""/>	No	URL	A subdivision image. Multiple elements are allowed.
	No	One of: <ul style="list-style-type: none"> • Standard • DrivingDirectionsMap • LotMap 	The type of image being provided.
	No	Integer	Indicates the order the images will be presented in within each type, this does not dictate the order across image types.
	No	String up to 100 characters	Text to display below the image.
<SubVideoFile Title=""/>	No	URL	URL for a video about the subdivision. Will be embedded, not downloaded.
		String up to 50 characters	The description of the video.

<code><SubVideoTour Title=""/></code>	No	URL	URL for a video about the subdivision. Will be embedded, not downloaded. Will be ignored if SubVideoFile is used.
		String up to 50 characters	The description of the video.
<code><SubWebsite/></code>	No	URL	The URL for the subdivision's website.
<code><SubLotMaps></code>	No	Parent element	
<code><LotMap/></code>	No	URL	<p>A URL to a lot map file. This will be used by Zillow's import team to generate parcel shapes and geocodes if not natively provided in the feed. Multiple elements are allowed.</p> <p>This does not replace the SubImage of the LotMap type. If you would like a LotMap to show up in subdivision images, you must continue to include that element.</p> <p>This does not need to be provided if polygons and geocodes are provided for each Lot in the subdivision.</p>
<code></SubLotMaps></code>		Closing element	
<code><Promotion></code>	No	Parent element	A current promotion for this subdivision.
<code><PromoType/></code>	No	One of: • Consumer • Agent	Only promotions with a type of Consumer will be used.
<code><PromoHeadline/></code>	No	String up to 100 characters	Short description of the promotion.
<code><PromoDescription/></code>	No	String up to 250 characters	Extended description of the promotion.
<code><StartDate/></code>	No	yyyy-mm-dd	The promotion start date.
<code><EndDate/></code>	No	yyy-mm-dd	The promotion end date.
<code></Promotion></code>		Closing element	
<code><OpenAmenity Type""</code>	No	String up to 250 characters	A description of a subdivision amenity. Multiple elements are allowed.
	No	One of: • HealthAndFitness • CommunityServices • SocialActivities • Education • LocalAreaAmenities • Custom	The type of amenity.
<code>SequencePosition=""/></code>	No	Integer	Indicates the order in which the amenities will be presented.

<Lot/>	No	See below	The lots in this subdivision, including ones that have Spec homes. Multiple elements are allowed.
<Plan/>	Yes	See below	The plans in this subdivision. Multiple elements are allowed.
<ListingConnections/>	No	See Below	MLS Listings to be connected to the subdivision. Can be repeated.

Lot

Element	Required?	Format	Description
<LotNumber/>	Yes	String up to 30 characters	Unique identification number within all lots in this subdivision.
<LotName/>	Yes	String up to 30 characters	"Friendly" name of the lot. Ex: "15"
<ParcelNumber/>	No	String up to 40 characters	The county-assigned parcel number of the lot.
<Address>	Yes	Parent element	Contains the address of the lot.
<Street1/>	Yes	String up to 100 characters	First line of an address – contains: House Number Prefix Street Name Type Suffix
<Street2/>	No	String up to 100 characters	Used if second address line is needed.
<City/>	Yes	String up to 40 characters	The city name.
<State/>	Yes	String up to 2 characters	The state abbreviation. If in Canada, Province code should be the provided value under the <State> tag.
<ZIP/>	Yes	String up to 5 characters	The 5-digit ZIP code. If in Canada, Postal code should be the provided value under the <ZIP> tag.
<Geocode>	Yes	Parent element	Location of the lot.
<Latitude/>	Yes	Coordinate	Declination from the equator (North/South).
<Longitude/>	Yes	Coordinate	Declination from the prime meridian (East/West).
</Geocode>		Closing element	
</Address>		Closing element	
<Status/>	Yes	One of: <ul style="list-style-type: none"> • Available • Reserved • NotReleased • Sold 	The status of this lot.
<LotSize/>	No	Integer	The size of this lot, in square feet.
<MarketingHeadline/>	No	String up to 100 characters	Short description of this lot.
<Description/>	No	String up to 1,500 characters	The textual description of the lot.

<MlsId/>	No	String up to 50 characters	If this lot is listed in an MLS, its MLS Feed ID.
<LotPremium>	No	Price	The premium for building on this lot above the assigned plan base price.
<Promotion>	No	Parent element	A current promotion for this lot.
<PromoType/>	No	One of: • Consumer • Agent	Only promotions with a type of consumer will be used.
<PromoHeadline/>	No	String up to 100 characters	Short description of the promotion.
<PromoDescription/>	No	String up to 250 characters	Extended description of the promotion.
<StartDate/>	No	yyyy-mm-dd	The promotion start date.
<EndDate/>	No	yyyy-mm-dd	The promotion end date.
</Promotion>		Closing element	
<Polygon>	No	Parent element	
<outerBoundaryIs>	No	Parent element	
<LinearRing>	No	Parent element	
<coordinates/>	No	String up to 50,000 characters	A list of coordinates in this format: Longitude, Latitude, Elevation The coordinates can be separated by a space or new line. The coordinates represent the parcel shape for the lot. This XML represents the KML format and can be exported out of Google Earth.
</LinearRing>		Closing element	
</outerBoundaryIs>		Closing element	
</Polygon>		Closing element	
<EligiblePlans>	No	Parent element	
<PlanNumber/>	No	String up to 30 characters	Multiple elements allowed. One element per Plan that is eligible to be built on this lot. PlanNumber needs to match plan numbers provided for the Plan elements for this subdivision. If not provided, we will assume that all Plans can be built on the lot. Do not provide if a Spec element is provided for this Lot.
</EligiblePlans>		Closing element	

Plan

Element	Required?	Format	Description
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Type=""	Yes	One of: <ul style="list-style-type: none"> • SingleFamily • MultiFamily 	Condos and townhomes should use MultiFamily.
<PlanNumber/>	Yes	String up to 30 characters	Unique identification number within all plans for the subdivision.
<PlanName/>	Yes	String up to 50 characters	The marketing name used for this plan – displayed to consumers.
<PlanTypeName/>	Yes	One of: <ul style="list-style-type: none"> • Single Family • Condominium • Townhome • Townhouse • Carriage House • Garden Home • Duplex • Multiplex 	The specific type of house for this plan.
<BasePrice/>	Yes	Price	The base (starting) price for this plan.
<BaseSqft/>	Yes	Integer	The base finished square footage (area).
<Stories/>	No	Integer	The number of finished above ground floors.
<Baths/>	Yes	Integer	Number of full baths in the plan.
<HalfBaths/>	Yes	Integer	Number of half baths in the plan.
<QuarterBaths/>	No	Integer	Number of ¼ baths in the plan.
<ThreeQuarterBaths/>	No	Integer	Number of ¾ baths in the plan.
<Bedrooms	Yes	Integer	The number of bedrooms in the plan.
MasterBedLocation=""/>	No	One of: <ul style="list-style-type: none"> • Up • Down 	Select Down if the master bedroom is on the ground floor, Up if the master bedroom is on the first floor or higher.
<Garage/>	No	Integer	Number of cars able to fit in the garage
<LivingArea	No	Boolean	Indicate whether a type of living area exists. This element can be used multiple times, once for each type.
Type=""/>	No	One of: <ul style="list-style-type: none"> • LivingRoom • DiningRoom • FamilyRoom • SunRoom • Study • Loft • Office • GameRoom • MediaRoom • GuestRoom • BonusRoom 	The type of living area.

<Basement/>	No	Boolean	If a basement is included in the plan.
<PlanAmenity	No	Boolean	Indicate whether a type of amenity exists. This element can be used multiple times, once for each Type.
Type=""/>	No	One of: <ul style="list-style-type: none"> • BayWindows • BreakfastArea • CoveredPatio • Fireplaces • GreenConstruction • MudRoom • Playroom • VaultedCeilings • WalkInClosets 	The type of amenity.
<PlanOpenAmenity/>	No	String up to 250 characters	Other amenities in this plan. Multiples allowed.
<Description/>	No	String up to 1,500 characters	The textual description of the plan to highlight features and strengths.
<ModelHome>	No	Parent element	Self Tours. Allows shoppers to schedule and tour the model home on their own.
<Address>	Yes	Parent element	Contains the address of the Model Home
<Street1/>	Yes	String up to 100 characters	First line of an address – contains: House Number Prefix Street Name Type Suffix
<Street2/>	No	String up to 100 characters	Used if second address line is needed
<City/>	Yes	String up to 40 characters	The city name.
<State/>	Yes	String up to 2 characters	The state abbreviation. If in Canada, Province code should be the provided value under the <State> tag.
<ZIP/>	Yes	String up to 5 characters	The 5-digit ZIP code. If in Canada, Postal code should be the provided value under the <ZIP> tag.
<Geocode>	No	Parent element	Location of the Model Home.
<Latitude/>	No	Coordinate	Declination from the equator (North/South).
<Longitude/>	No	Coordinate	Declination from the prime meridian (East/West).
</Geocode>	No	Closing element	
</Address>	No	Closing element	
</ModelHome>	No	Closing element	
<PlanImages>	Yes	Parent Element	
<ElevationImage	Yes	URL	Link to the elevation image. Multiple elements are allowed.

SequencePosition=""	No	Integer	Indicates the order the images will be presented in within each image type.
Caption=""	No	String up to 100 characters	Text to display below the image.
<FloorPlanImage	Yes	URL	Link to the floor plan image. Multiple elements are allowed.
SequencePosition=""	No	Integer	Indicates the order the images will be presented in within each image type.
Caption=""	No	String up to 100 characters	Text to display below the image.
<InteriorImage	Yes	URL	Link to the interior image. Multiple elements are allowed.
SequencePosition=""	No	Integer	Indicates the order the images will be presented in within each image type.
Caption=""	No	String up to 100 characters	Text to display below the image.
<VirtualTour/>	No	URL	Hosted virtual tour for this plan.
<PlanViewer/>	No	URL	Hosted plan viewer for this plan.
</PlanImages>		Closing Element	
<PlanVideoFile/>	No	URL	URL for a video about the plan. Will be embedded, not downloaded.
<PlanWebsite/>	No	URL	Link to a website with more information about the plan.
<RichDetails>	No	Parent element	
<ArchitectureStyle/>	No	One of: <ul style="list-style-type: none"> • Bungalow • CapeCod • Colonial • Contemporary • Craftsman • French • Georgian • Loft • Modern • Queen AnneVictorian • RanchRambler • SantaFePuebloStyle • Spanish • Split-level • Tudor • Other 	
<Attic/>	No	Boolean	
<CoolingSystems>	No	Parent element	
<CoolingSystem/>	No	One of: <ul style="list-style-type: none"> • None • Central • Evaporative 	Multiples allowed.

		<ul style="list-style-type: none"> • Geothermal • Wall • Solar • Other 	
</CoolingSystems>	No	Closing element	
<Deck/>	No	Boolean	
<DisabledAccess/>	No	Boolean	
<Dock/>	No	Boolean	
<DoublePaneWindows/>	No	Boolean	
<ExteriorTypes>	No	Parent element	
<ExteriorType/>	No	One of: <ul style="list-style-type: none"> • Brick • CementConcrete • Composition • Metal • Shingle • Stone • Stucco • Vinyl • Wood • WoodProducts • Other 	Multiples allowed.
</ExteriorTypes>		Closing element	
<HeatingFuels>	No	Parent element	
<HeatingFuel/>	No	One of: <ul style="list-style-type: none"> • None • Coal • Electric • Gas • Oil • PropaneButane • Solar • WoodPellet • Other 	Multiples allowed.
</HeatingFuels>		Closing element	
<HeatingSystems>	No	Parent element	
<HeatingSystem/>	No	One of: <ul style="list-style-type: none"> • Baseboard • ForcedAir • HeatPump • Radiant • Stove • Wall • Other 	Multiples allowed.
</HeatingSystems>	No	Closing element	
<MotherInLaw/>	No	Boolean	
<ParkingTypes>	No	Parent element	
<ParkingType/>	No	One of: <ul style="list-style-type: none"> • Carport • GarageAttached 	Multiples allowed

		<ul style="list-style-type: none"> • GarageDetached • OffStreet • OnStreet • None 	
</ParkingTypes>		Closing element	
<Patio/>	No	Boolean	
<Porch/>	No	Boolean	
<RoofTypes>	No	Parent element	
<RoofType/>	No	One of: <ul style="list-style-type: none"> • Asphalt • BuiltUp • Composition • Metal • ShakeShingle • Slate • Tile • Other 	Multiples allowed.
</RoofTypes>		Closing element	
<Skylight/>	No	Boolean	
<SprinklerSystem/>	No	Boolean	
<Wetbar/>	No	Boolean	
<Wired/>	No	Boolean	
</RichDetails>		Closing element	
<Spec/>	No	See below	Under construction or move-in ready homes based on this plan. Multiple elements are allowed.

Spec

Any attributes not provided for a spec will be pulled from the linked plan or lot when applicable.

Element	Required?	Format	Description
<SpecNumber/>	Yes	String up to 30 characters	Unique identification number within all specs in this subdivision.
<ParcelNumber/>	No	String up to 40 characters	The county-assigned parcel number of the lot for this home.
<SpecMLSNumber/>	No	String up to 50 characters	If this home is listed an MLS, its MLS Feed ID.
<SpecSaleStatus/>	No	One of: <ul style="list-style-type: none"> • ContractPending • Sold 	If SpecStatus is not provided, provide this element to indicate if the spec home is under contract or sold.
<SpecAddress>	Yes*	Parent element	Contains the address of the spec home.
<SpecLot/>	Yes	String up to 30 characters	The value provided for <LotNumber> for the lot this spec home is associated with.
<SpecStreet1/>	Yes	String up to 100 characters	First line of an address – contains: House Number Prefix Street Name Type Suffix.

<SpecStreet2/>	No	String up to 100 characters	Used if second address line is needed.
<SpecCity/>	Yes	String up to 40 characters	The city name.
<SpecState/>	Yes	String up to 2 characters	The state abbreviation. If in Canada, Province code should be the provided value under the <State> tag.
<SpecZIP/>	Yes	String up to 5 characters	The 5-digit ZIP code. If in Canada, Postal code should be the provided value under the <ZIP> tag.
<SpecGeocode>	Yes*	Parent element	Location of the spec.
<SpecLatitude/>	Yes	Coordinate	Declination from the equator (North/South).
<SpecLongitude/>	Yes	Coordinate	Declination from the prime meridian (East/West).
</SpecGeocode>		Closing element	
</SpecAddress>		Closing element	
<SpecStatus/>	Yes	One of: • UnderConstruction • MoveInReady • Reserved • Sold	The status of this spec home.
<SpecMoveInDate>	Yes	Parent element	Expected completion date of the home.
<Month/>	Yes	yyyy-mm	Use either Month or Day, not both.
<Day/>	Yes	yyyy-mm-dd	Use either Month or Day, not both.
</SpecMoveInDate>		Closing element	
<SpecIsModel/>	No	Boolean	Is this spec a model home?
<SpecPrice/>	Yes	Price	The price for this spec home.
<SpecSqft/>	Yes	Integer	The base finished square footage (area).
<SpecStories/>	No	Integer	The number of finished above ground floors.
<SpecUnitLevel/>	No	Integer	Use for Condos only. The vertical floor of the unit (ground level = 1).
<SpecLocation/>	No	One of: • Corner • Interior • End	Use for Condos only. The horizontal unit placement within a building.
<SpecBaths/>	Yes	Integer	Number of full baths in the spec.
<SpecHalfBaths/>	Yes	Integer	Number of half baths in the spec.
<SpecQuarterBaths/>	No	Integer	Number of ¼ baths in the spec.
<SpecThreeQuarterBaths/>	No	Integer	Number of ¾ baths in the spec.
<SpecBedrooms/>	Yes	Integer	The number of bedroom in the spec.
MasterBedLocation=""/>	No	One of: • Up • Down	Select Down if the master bedroom is on the ground floor, Up otherwise.
<SpecGarage/>	No	Integer	Number of cars able to fit in the garage.

<SpecLivingArea Type=""/>	No	Boolean	Indicate whether a type of living area exists. This element can be used multiple times, once for each type.
	No	One of: <ul style="list-style-type: none"> • LivingRoom • DiningRoom • FamilyRoom • SunRoom • Study • Loft • Office • GameRoom • MediaRoom • GuestRoom • BonusRoom 	
<SpecBasement/>	No	Boolean	If a basement is included in the spec.
<SpecMarketingHeadline/>	No	String up to 100 characters	Short description of this home.
<SpecDescription/>	No	String up to 1,500 characters	The textual description of the spec home to highlight features and strengths.
<Promotion>	No	Parent element	A current promotion for this spec home.
<PromoType/>	No	One of: <ul style="list-style-type: none"> • Consumer • Agent 	Only promotions with a type of consumer will be used.
<PromoHeadline/>	No	String up to 100 characters	Short description of the promotion.
<PromoDescription/>	No	String up to 250 characters	Extended description of the promotion.
<StartDate/>	No	yyyy-mm-dd	The promotion start date.
<EndDate/>	No	yyyy-mm-dd	The promotion end date.
</Promotion>		Closing element	
<OpenHouses>	No		Multiplies Allowed.
<OpenHouse>	No		Open Houses are not required, but if any one part of an open house is provided, then all three elements are required (date, start and end time).
<Date/>	No	yyyy-mm-dd	
<StartTime/>	No	hh:mm	24 hour format expected (e.g., 15:30).
<EndTime/>	No	hh:mm	24 hour format expected (e.g., 15:30).
</OpenHouse>	No		
</OpenHouses>	No		
<ModelHome>	No	Parent Element	Self Tours. Allows shoppers to schedule and tour the model home on their own.
<Address>	Yes	Parent Element	Contains the address of the Model Home

<Street1/>	Yes	String up to 100 characters	First line of an address – contains: House Number Prefix Street Name Type Suffix
<Street2/>	No	String up to 100 characters	Used if second address line is needed
<City/>	Yes	String up to 40 characters	The city name.
<State/>	Yes	String up to 2 characters	The state abbreviation. If in Canada, Province code should be the provided value under the <State> tag.
<ZIP/>	Yes	String up to 5 characters	The 5-digit ZIP code. If in Canada, Postal code should be the provided value under the <ZIP> tag.
<Geocode>	No	Parent element	Location of the Model Home.
<Latitude/>	No	Coordinate	Declination from the equator (North/South).
<Longitude/>	No	Coordinate	Declination from the prime meridian (East/West).
</Geocode>	No	Closing element	
</Address>	No	Closing element	
</ModelHome>	No	Closing element	
<SpecAmenity	No	Boolean	Indicate whether a type of amenity exists. This element can be used multiple times, once for each type.
Type=""/>	No	One of: <ul style="list-style-type: none"> • BayWindows • BreakfastArea • CoveredPatio • Fireplaces • GreenConstruction • MudRoom • Playroom • VaultedCeilings • WalkInClosets 	The type of amenity.
<SpecOpenAmenity/>	No	String up to 250 characters	Other amenities in this spec. Multiples allowed.
<SpecLotSizeSqft/>	No	Integer	Lot size this spec home is on, in square feet.
<SpecYearBuilt/>	No	yyyy	The year construction started on the home.
<SpecImages>	Yes	Parent element	
<SpecElevationImage	Yes	URL	Link to the elevation image. Multiples allowed.
SequencePosition=""	No	Integer	Indicates the order the images will be presented in within each image type.
Caption=""	No	String up to 100 characters	Text to display below the image.

<SpecFloorPlanImage SequencePosition="" Caption=""	Yes	URL	Link to the floor plan image. Multiples allowed.
	No	Integer	Indicates the order the images will be presented in within each image type.
	No	String up to 100 characters	Text to display below the image.
<SpecInteriorImage SequencePosition="" Caption=""	Yes	URL	Link to the interior image. Multiples allowed.
	No	Integer	Indicates the order the images will be presented in within each image type.
	No	String up to 100 characters	Text to display below the image.
<SpecVirtualTour/>	No	URL	Hosted virtual tour for this spec.
</SpecImages>	No	Closing Element	
<SpecVideoFile/>	No	URL	URL for a video about the spec. Will be embedded, not downloaded.
<SpecWebsite/>	No	URL	Link to a website with more information about the spec.
<RichDetails>	No	Parent element	
<Appliances>	No	Parent element	What appliances are included in the home?
<Appliance/>	No	One of: • Dishwasher • Dryer • Freezer • GarbageDisposal • Microwave • RangeOven • Refrigerator • TrashCompactor • Washer	Multiples allowed
</Appliances>		Closing element	
<ArchitectureStyle/>	No	One of: • Bungalow • CapeCod • Colonial • Contemporary • Craftsman • French • Georgian • Loft • Modern • Queen • AnneVictorian • RanchRambler • SantaFePuebloStyle • Spanish • Split-level • Tudor • Other	

<Attic/>	No	Boolean	
<CeilingFan/>	No	Boolean	
<CoolingSystems>	No	Parent element	
<CoolingSystem/>	No	One of: <ul style="list-style-type: none"> • None • Central • Evaporative • Geothermal • Wall • Solar • Other 	Multiples allowed.
</CoolingSystems>		Closing element	
<Deck/>	No	Boolean	
<DisabledAccess/>	No	Boolean	
<Dock/>	No	Boolean	
<DoublePaneWindows/>	No	Boolean	
<ExteriorTypes>	No	Parent element	
<ExteriorType/>	No	One of: <ul style="list-style-type: none"> • Brick • CementConcrete • Composition • Metal • Shingle • Stone • Stucco • Vinyl • Wood • WoodProducts • Other 	Multiples allowed.
</ExteriorTypes>		Closing element	
<HeatingFuels>	No	Parent element	
<HeatingFuel/>	No	One of: <ul style="list-style-type: none"> • None • Coal • Electric • Gas • Oil • PropaneButane • Solar • WoodPellet • Other 	Multiples allowed.
</HeatingFuels>		Closing element	
<HeatingSystems>	No	Parent element	
<HeatingSystem/>	No	One of: <ul style="list-style-type: none"> • Baseboard • ForcedAir • HeatPump • Radiant 	Multiples allowed.

		<ul style="list-style-type: none"> • Stove • Wall • Other 	
</HeatingSystems>		Closing element	
<MotherInLaw/>	No	Boolean	
<ParkingTypes>	No	Parent element	
<ParkingType/>	No	One of: <ul style="list-style-type: none"> • Carport • GarageAttached • GarageDetached • OffStreet • OnStreet • None 	
</ParkingTypes>		Closing element	
<Patio/>	No	Boolean	
<Pool/>	No	Boolean	Does this spec home have a pool? Community pools should not be considered.
<Porch/>	No	Boolean	
<RoofTypes>	No	Parent element	
<RoofType/>	No	One of: <ul style="list-style-type: none"> • Asphalt • BuiltUp • Composition • Metal • ShakeShingle • Slate • Tile • Other 	Multiples allowed.
</RoofTypes>		Closing element	
<Skylight/>	No	Boolean	
<SprinklerSystem/>	No	Boolean	
<ViewTypes>	No	Parent element	
<ViewType/>	No	One of: <ul style="list-style-type: none"> • None • City • Mountain • Park • Territorial • Water 	Multiples allowed.
</ViewTypes>		Closing element	
<Waterfront/>	No	Boolean	
<Wetbar/>	No	Boolean	
<Wired/>	No	Boolean	
</RichDetails>			

* SpecAddress and SpecGeocode are not required if they were provided for the Lot that the Spec links to

ListingConnections

Element	Required?	Format	Description
<MlsIdentifier/>	Yes	The MLS identifier which is assigned by Zillow. One of: https://newhomefeed.com/mls-identifiers	The identifier of the MLS where the spec home is listed. Listings from the same MLS that you want to connect to the subdivision must be grouped into one <ListingConnections> node.
<ListingId/>	Yes	String up to 50 characters	This is the MLS ID # used to identify your spec home in an MLS. You can list multiple ListingIDs per community provided that they are all in the same MLS.

Identifiers

The following data fields must **never** change. If the value changes in a feed run, your listings may be removed from Zillow.

- CorporateBuilderNumber
- BuilderNumber
- SubdivisionNumber
- PlanNumber
- SpecNumber
- LotNumber

These fields must also be unique over time. For example, if you had a Plan with PlanNumber = 1234 in your feed 3 months ago, you cannot start sending a different Plan with PlanNumber = 1234.

These fields must also be unique within the feed file. For example, you cannot have two Specs with SpecNumber = 1234, even if they are under different plans.

Listing Quality

Zillow's listing quality rules ensure the best possible experience for the consumer, which results in better business metrics for your listings. These listing quality rules are in addition to the terms and conditions in place between you and Zillow.

Inventory

All available inventory should be included in the feed with the correct Status provided. This includes:

- Move-In Ready homes
- Under construction homes
- Lots when one or multiple plans have been assigned to that lot

For a Condo building, all units that should be included.

Zillow will only display the type of listings below:

- A Move-In Ready home (a Spec element with a move-in date in the past)
- An Under Construction home (a Spec element with a move-in date in the future)
- A Lot with an assigned plan or plans (a Lot element)

Zillow will not display plan-only listings that are not tied to a specific lot.

Listing Completeness

All Plan, Spec, and Lot elements should have as many elements filled in as possible. Even if a field is not marked as “required” in the data dictionary above, it is still an important piece of information that can draw the consumer to the listing.

All Spec and/or Lot elements are required to have their unique address and geocode. If house numbers have not yet been assigned, the street name should be provided. The Sales Office address and geocode should **not** be used. The lot number should **not** be a part of the provided address.

Images

Images should be high quality and specific to the spec or plan. The specific rules around images are:

- Images should be a minimum of 1024px wide and 768px high. Recommendation is at least 1536px wide and 1152px high.
- Images must be in JPEG, GIF, PNG or TIFF format.
- If the home is move-in ready, the images should be of the completed home. No renderings should be included.
- If the home is under construction, the external rendering should be for the specific plan under construction only. Only one external rendering should be included. Interior images can reflect general finishes of the community.
- Multiple varied renderings (different colors, landscaping, etc.) should be provided for a plan so if necessary, Zillow can rotate among them for the lot listings to provide visual interest. A lot listing will only use one exterior photo from the list of exterior photos provided for the plan.
- Floor plan images are required for each level of the home for all listings.
- "No Photo" images are not acceptable.

Video

We highly encourage providing videos. Videos must be specific to the Subdivision, Plan, or Spec, not general advertisement videos about the builder.

Videos must be provided with an embeddable URL. We do not support downloading and hosting videos at this time.

Promotions

Promotions must be timely, specific, and contain a monetary incentive.

Timeliness

Inventory must be updated at least once a day.

FAQ

How do I submit my feed?

If your feed is available at an HTTP or HTTPS URL, please email that URL along with any password protection information (if applicable) to newconstructionsupport@zillowgroup.com.

We do not accept feed transmission via any other methods.

Who do I contact in case something isn't working correctly?

Please contact our support team via email at newconstructionsupport@zillowgroup.com or your Account Manager.

What's the relationship between Lots, Specs, and Plans?

You should provide a <Lot> element for every lot in your community.

If building has not started on this Lot, then you should provide the <PlanNumber> for the plan(s) in this community that can be built on this Lot under the <EligiblePlans> element.

If building has started on this Lot, then you should provide a <Spec> element with the <SpecLot> value that matches the <LotNumber> value for the Lot.

Where are my leads sent?

If your advertising program includes leads, then there are two options for receiving leads:

- Email
- XML files sent over FTP

You can also choose to have leads sent over both channels.

If you are interested in receiving your leads in an XML file sent to your FTP server, please contact newconstructionsupport@zillowgroup.com or your Account Manager.

If leads are emailed to you, the following logic will be followed to determine which email address provided in the feed receives the lead:

- If Subdivision\SubLeadsEmail is provided
 - o If Subdivision\UseDefaultLeadsEmail is false, then leads will be emailed to SubLeadsEmail
 - o If Subdivision\UseDefaultLeadsEmail is true, then leads will be emailed to Builder\DefaultLeadsEmail.
 - If Builder\DefaultLeadsEmail is not provided, then leads will be emailed to Corporation\CorporateReportingEmail. If that is also not provided, then the listing will be rejected and will not appear on Zillow owned sites.
- If Subdivision\SubLeadsEmail is not provided, then leads will be emailed to Builder\DefaultLeadsEmail.
 - o If Builder\DefaultLeadsEmail is not provided, then leads will be emailed to Corporation\CorporateReportingEmail. If that is also not provided, then the listing will be rejected and will not appear on Zillow owned sites.

Sample XML Feed

```
<?xml version="1.0" encoding="UTF-8"?>
<Builders>
  <Corporation>
    <CorporateBuilderNumber>9876</CorporateBuilderNumber>
    <CorporateState>AZ</CorporateState>
    <CorporateName>LoremIpsum</CorporateName>
    <CorporateReportingEmail><a href="mailto:corp@corpname.com">corp@corpname.com</a></CorporateReportingEmail>
    <CorporationDescription>We focus on quality construction to make your home last.</CorporationDescription>
    <Specialties>
      <Specialty Type="ActiveAdultCommunities">1</Specialty>
      <Specialty Type="CustomHomes">1</Specialty>
    </Specialties>
    <OpenSpecialties>
      <OpenSpecialty>Eco-friendly materials</OpenSpecialty>
    </OpenSpecialties>
  <Builder>
    <BuilderNumber>B01</BuilderNumber>
    <BrandName>Consumer Facing Brand Name</BrandName>
    <BrandLogo_Med<a href="http://www.bu.com/mediumlogo.gif">http://www.bu.com/mediumlogo.gif</a></BrandLogo_Med>
    <ReportingName>Builder-WestDivision</ReportingName>
    <DefaultLeadsEmail>defaultlead@builder.com</DefaultLeadsEmail>
    <BuilderWebsite>http://www.builder.com</BuilderWebsite>
    <Subdivision>
      <SubdivisionNumber>Sub307</SubdivisionNumber>
      <SubdivisionName>YEstates</SubdivisionName>
      <!--When UseDefaultLeads is set to 0, a <subleadsemail> is required -->
      <UseDefaultLeadsEmail>0</UseDefaultLeadsEmail>
      <SubLeadsEmail>person@builder.com</SubLeadsEmail>
      <BuildOnYourLot>0</BuildOnYourLot>
      <!--Community Style may be repeated using supported enums -->
    </Subdivision>
  </Builder>
</Corporation>
<CommunityStyle>Adult</CommunityStyle>
  <SalesOffice>
    <Agent>John Smith</Agent>
    <Address OutOfCommunity="0">
      <Street1>123 Main St</Street1>
      <City>Seattle</City>
    </Address>
  </SalesOffice>
</CommunityStyle>
</Builders>
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    <State>WA</State>
    <ZIP>98101</ZIP>
    <Country>USA</Country>
    <Geocode>
      <Latitude>29.2329</Latitude>
      <Longitude>-109.6987</Longitude>
    </Geocode>
  </Address>
  <Phone>
    <AreaCode>206</AreaCode>
    <Prefix>555</Prefix>
    <Suffix>1212</Suffix>
    <Extension>104</Extension>
  </Phone>
  <HoursDetail>
    <Day>
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      <StartTime>12:00</StartTime>
      <EndTime>17:00</EndTime>
    </Day>
    <Day>
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      <StartTime>13:00</StartTime>
      <EndTime>17:00</EndTime>
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  </HoursDetail>
</SalesOffice>
<SubAddress>
  <SubStreet1>123 Main St</SubStreet1>
  <SubCity>Seattle</SubCity>
  <SubState>WA</SubState>
  <SubZIP>98101</SubZIP>
  <SubCountry>USA</SubCountry>
  <SubGeocode>
    <SubLatitude>29.2329</SubLatitude>
    <SubLongitude>-109.6987</SubLongitude>
  </SubGeocode>
</SubAddress>
<DrivingDirections>DrivingDirections Text goes here</DrivingDirections>
<Schools>
  <DistrictName>Sunnyside</DistrictName>
  <Elementary>Sunnyside Elementary</Elementary>
  <Middle>Sunnyside Middle</Middle>
  <High>Sunnyside HS</High>
</Schools>
<SubAmenity Type="Pool">1</SubAmenity>
<SubAmenity Type="Clubhouse">1</SubAmenity>
<SubAmenity Type="Park">1</SubAmenity>
<SubAmenity Type="Trails">1</SubAmenity>
<SubAmenity Type="Tennis">1</SubAmenity>
<SubAmenity Type="Marina">1</SubAmenity>
<SubDescription>A marketing description for subdivision.</SubDescription>
<!-- builder identified primary image of community used for result pages-->
<SubImage Type="LotMap" SequencePosition="1" Caption="Image
Caption">http://www.builder.com/image1.jpg</SubImage>
<SubImage Type="Standard" SequencePosition="2" Caption="Image
Caption">http://www.builder.com/image2.jpg</SubImage>
<!-- SubVideoTour videos will be embedded on our website if supported-->

```

```

<SubVideoTour Title="Video Name">http://www.youtube.com/link</SubVideoTour>
<SubWebsite>http://www.builder.com/communityname?id=1</SubWebsite>
<Promotion>
  <PromoType>Consumer</PromoType>
  <PromoHeadline>Free Appliances!</PromoHeadline>
  <PromoDescription>$5,000 towards appliances if you buy in May!</PromoDescription>
  <StartDate>2015-05-01</StartDate>
  <EndDate>2015-05-31</EndDate>
</Promotion>
<OpenAmenity Type="LocalAreaAmenities" SequencePosition="1">Short Hills
Mall</OpenAmenity>
<Lot>
  <LotNumber>Lot1234</LotNumber>
  <LotName>16</LotName>
  <ParcelNumber>1234568</ParcelNumber>
  <Address>
    <Street1>12 84th Street</Street1>
    <City>Seattle</City>
    <State>WA</State>
    <ZIP>98101</ZIP>
    <Geocode>
      <Latitude>47.15345</Latitude>
      <Longitude>-122.15234</Longitude>
    </Geocode>
  </Address>
  <Status>Available</Status>
  <LotSize>21780</LotSize>
</Lot>
<Lot>
  <LotNumber>Lot1236</LotNumber>
  <LotName>17</LotName>
  <ParcelNumber>1234568</ParcelNumber>
  <Address>
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    <City>Seattle</City>
    <State>WA</State>
    <ZIP>98101</ZIP>
    <Geocode>
      <Latitude>47.15346</Latitude>
      <Longitude>-122.15235</Longitude>
    </Geocode>
  </Address>
  <Status>Available</Status>
  <LotSize>21780</LotSize>
  <Description>insert marketing description for lot</Description>
</Lot>
<Plan Type="SingleFamily">
  <PlanNumber>Plan1</PlanNumber>
  <PlanName>Blue Plan</PlanName>
  <PlanTypeName>Single Family</PlanTypeName>
  <BasePrice>404000.00</BasePrice>
  <BaseSqft>2200</BaseSqft>
  <Stories>1</Stories>
  <Baths>2</Baths>
  <HalfBaths>2</HalfBaths>
  <Bedrooms>3</Bedrooms>
  <Garage>2</Garage>
  <LivingArea Type="Study">1</LivingArea>

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<Basement>1</Basement>
<PlanAmenity Type="Fireplaces">1</PlanAmenity>
<PlanOpenAmenity>Granite countertops</PlanOpenAmenity>
<Description>Plan Marketing description goes here.</Description>
<ModelHome>
  <Address>
    <Street1>123 Main Street</Street1>
    <Street2>Unit 1</Street2>
    <City>Seattle</City>
    <State>WA</State>
    <ZIP>98101</ZIP>
    <Geocode>
      <Latitude>47.15346</Latitude>
      <Longitude>-122.15235</Longitude>
    </Geocode>
  </Address>
</ModelHome>
<PlanImages>
  <ElevationImage SequencePosition="1" Caption="Elevation A features antiqued slate
and gable accents.">http://www.builder.com/plans/elevationimage.jpg</ElevationImage>
  <ElevationImage SequencePosition="2" Caption="Caption text.">
http://www.builder.com/elevationimage2.jpg</ElevationImage>
  <FloorPlanImage SequencePosition="1" Caption="Main
Floor">http://www.builder.com/plans/floorplan.jpg</FloorPlanImage>
  <InteriorImage
SequencePosition="1">http://www.builder.com/plans/interior1.jpg</InteriorImage>
  <VirtualTour>http://www.Vtours.com/tourxxx.html</VirtualTour>
  <PlanViewer>http://www.builder.com/Estates/plans/Dotterel.aspx</PlanViewer>
</PlanImages>
<PlanVideoFile>http://www.youtube.com/link</PlanVideoFile>
<PlanWebsite>http://www.builder.com/plan?id=1</PlanWebsite>
<RichDetails>
  <ArchitectureStyle>Craftsman</ArchitectureStyle>
  <CoolingSystems>
    <CoolingSystem>Central</CoolingSystem>
  </CoolingSystems>
  <Wired>1</Wired>
</RichDetails>
<Spec>
  <!-- Spec Home example. Any listing attributbes not present here will be filled
using the parent spec home info. For example if sqft is not provided here, it will be taken
from the plan info-->
  <SpecNumber>Spec23445</SpecNumber>
  <ParcelNumber>1234567</ParcelNumber>
  <SpecMLSNumber>897</SpecMLSNumber>
  <SpecAddress>
    <SpecLot>Lot1234</SpecLot>
    <SpecStreet1>12 84th Street</SpecStreet1>
    <SpecCity>Seattle</SpecCity>
    <SpecState>WA</SpecState>
    <SpecZIP>98101</SpecZIP>
    <SpecGeocode>
      <SpecLatitude>47.15345</SpecLatitude>
      <SpecLongitude>-122.15234</SpecLongitude>
    </SpecGeocode>
  </SpecAddress>
  <SpecStatus>UnderConstruction</SpecStatus>
  <SpecMoveInDate>

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    <Month>2015-10</Month>
  </SpecMoveInDate>
  <SpecPrice>489900.00</SpecPrice>
  <SpecSqft>2200</SpecSqft>
  <SpecLotSizeSqft>21780</SpecLotSizeSqft>
  <SpecBaths>2</SpecBaths>
  <SpecHalfBaths>1</SpecHalfBaths>
  <SpecBedrooms>4</SpecBedrooms>
  <SpecGarage>2</SpecGarage>
  <SpecDescription>insert marketing description for spec home</SpecDescription>
  <OpenHouses>
    <OpenHouse>
      <Date>2019-04-05</Date>
      <StartTime>13:00</StartTime>
      <EndTime>15:00</EndTime>
    </OpenHouse>
  </OpenHouses>
  <ModelHome>
    <Address>
      <Street1>123 Main Street</Street1>
      <Street2>Unit 1</Street2>
      <City>Seattle</City>
      <State>WA</State>
      <ZIP>98101</ZIP>
      <Geocode>
        <Latitude>47.15346</Latitude>
        <Longitude>-122.15235</Longitude>
      </Geocode>
    </Address>
  </ModelHome>
  <SpecYearBuilt>2015</SpecYearBuilt>
  <SpecImages>
    <SpecElevationImage SequencePosition="1">
      http://www.builder.com/images/spec/specimageelevation.jpg</SpecElevationImage>
    <SpecFloorPlanImage
      SequencePosition="1">http://www.builder.com/images/constructions/specimagefloorplan.jpg</SpecF
      loorPlanImage>
    <SpecInteriorImage
      SequencePosition="1">http://www.builder.com/images/constructions/specinteriorimage.jpg</SpecIn
      teriorImage>
    <SpecVirtualTour>www.specvirtualtour.com/tour123</SpecVirtualTour>
  </SpecImages>
  <SpecWebsite>http://builder.com/spec1.htm</SpecWebsite>
  <RichDetails>
    <CeilingFan>1</CeilingFan>
    <ViewTypes>
      <ViewType>Territorial</ViewType>
    </ViewTypes>
  </RichDetails>
</Spec>
</Plan>
<ListingConnections>
  <MlsIdentifier>West Central Iowa Regional MLS (WCIRBOR)</MlsIdentifier>
  <ListingId>20158578</ListingId>
  <ListingId>20156688</ListingId>
</ListingConnections>
</Subdivision>
</Builder>

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</Corporation>  
</Builders>
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