



Recipient / Listing Feed Integration API

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1) Introduction

This document describes the Xpressdocs Recipient / Listing Feed Integration API. This API allows integration of current recipient / listing data feed directly into the Xpressdocs system and allows each record to be accessible from the user's Xpressdocs account. The data may be utilized throughout the Xpressdocs platform for a variety of products and services, including: Automated Property Marketing Program, Xpress Connection Program, Email Marketing, My Listings, Xpress Mobile and other services.

2) Security

This API relies on FTP or SFTP or HTTP for storage and retrieval of data feed files. Xpressdocs can set up a username and password on an Xpressdocs FTP or SFTP site or can pull the data feed file(s) from an external FTP, SFTP, or HTTP site.

3) Recipient / Listing Feed Integration

3.1 Overview

Clients prepare a standard XML file including all pertinent data and any associated photos. Xpressdocs will access the nightly data feed file(s) each day at approximately 2 a.m. CST so data feed files should be available for processing no later than 1 a.m. CST.

3.1.1 Associated Photos

For best quality, associated photo URLs should reference the image directly and not an image manipulation utility or other image proxy. If a proxy is required, the quality should be verified early in the integration process; high-resolution images are preferred.

When Xpressdocs imports associated photos, they are imported in the same order provided in the data feed file.

4) Data Feed Data Elements

This section describes the XML elements of a data feed file in detail. The data feed must use plain XML. For fields that do not apply, include the XML tag with no value.

4.1 Data Feed Identifying Elements

Every data feed file must include the Listings, JustListed, Listing, and JustSold schemas.

Example:

```
<?xml version="1.0" encoding="UTF-8"?>
<Listings>
  <JustListed>
    <Listing>
    </Listing>
  </JustListed>
  <JustSold>
    <Listing>
    </Listing>
  </JustSold>
</Listings>
```

4.2 Data Feed Schemas

The root-level schema for the document is the Listings schema. Within the Listings schema, the JustListed and JustSold schemas must be included. Within both JustListed and JustSold, each listing should be enclosed in its own Listing element. Within the JustListed Schema, each Listing schema must include the Location, ListingDetails, BasicDetails, Pictures, Agent, and RichDetails schemas. Within the JustSold Schema, each Listing schema must include all schemas within JustListed along with the Buyer Schema.

All the elements to be included in these schemas, whether they are required, the Xpressdocs programs/features for which they are frequently used, and the default template field associated with each element are outlined below.

4.2.1 Location Schema Data Elements

The following data elements should be included in the Location Schema.

```

<Location>
  <StreetAddress></StreetAddress>
  <UnitNumber></UnitNumber>
  <City></City>
  <State></State>
  <Zip></Zip>
  <Lat></Lat>
  <Long></Long>
  <StreetIntersection/>
  <DisplayAddress></DisplayAddress>
</Location>
    
```

Field	Data Type	Description	Required	Applicable Program(s)	Template Field
StreetAddress	String (64)	Property Location	Yes	All	street address
UnitNumber	String (50)	Property Unit Number	No	All	unit or suite
City	String (64)	Property City	Yes	All	city
State	String (20)	Property State	Yes	All	state
Zip	String (20)	Property Postal Code	Yes	All	zip or postal code
Lat	String (80)	Property Latitude	No	Email Marketing	N/A
Long	String (80)	Property Longitude	No	Email Marketing	N/A
DisplayAddress	String (1)	True/False indication of whether address should be displayed	No	Email Marketing	N/A

4.2.2 ListingDetails Schema Data Elements

The following data elements should be included in the ListingDetails Schema.

```
<ListingDetails>
  <Status></Status>
  <Price></Price>
  <ListingUrl></ListingUrl>
  <MlsId></MlsId>
  <MlsName></MlsName>
  <DateListed></DateListed>
  <DateSold/>
  <VirtualTourUrl></VirtualTourUrl>
  <ListingEmail></ListingEmail>
</ListingDetails>
```

Field	Data Type	Description	Required	Applicable Program(s)	Template Field
Status	String (20)	Property Status	Yes	All	N/A
Price	String (15)	Sale Price	No	APM, Email Marketing	Price
ListingUrl	String (255)	Listing URL	No	All	Listing URL
MlsId	String (30)	Property Listing Unique Identifier	Yes	All	mls
MlsName	String (50)	Name of Listing Service	Yes	All	N/A
DateListed	Date (YYYY-MM-DD)	Property Listing Date	Yes	APM, Email Marketing	Date Listed
DateSold	Date (YYYY-MM-DD)	Property Sold Date	No (required for some programs or if DateListed is not provided)	All	Date Sold
VirtualTourUrl	String (255)	Virtual Tour URL	No	APM, Email Marketing	Virtual Tour URL

4.2.3 BasicDetails Schema Data Elements

The following data elements should be included in the BasicDetails Schema.

```
<BasicDetails>
<PropertyType></PropertyType>
<Title/>
<Description><![CDATA[]]></Description>
<Bedrooms></Bedrooms>
<Bathrooms></Bathrooms>
<FullBathrooms></FullBathrooms>
<HalfBathrooms></HalfBathrooms>
<LivingArea></LivingArea>
<LotSize></LotSize>
<YearBuilt></YearBuilt>
</BasicDetails>
```

Field	Data Type	Description	Required	Applicable Program(s)	Template Field
PropertyType	String (30)	Type of Property	No	APM, Email Marketing	Property Type
Title	String (255)	Title of Marketing	No	APM, Email Marketing	Headline or Title
Description	Text	Description of Property	No	APM, Email Marketing	Description
Bedrooms	String (10)	Number of Bedrooms	No	APM, Email Marketing	Bedrooms
Bathrooms	String (10)	Number of Bathrooms	No	APM, Email Marketing	Bathrooms
FullBathrooms	String (20)	Number of Full Bathrooms	No	APM, Email Marketing	N/A
HalfBathrooms	String (20)	Number of Half Bathrooms	No	APM, Email Marketing	N/A
LivingArea	String (80)	Number of Living Areas or Dimensions of Living Area	No	APM, Email Marketing	Living area or Square
LotSize	String (30)	Property Lot Size	No	APM, Email Marketing	Lot Size
YearBuilt	String (10)	Year Property was Built	No	APM, Email Marketing	Year built or year

4.2.4 Pictures Schema Data Elements

The following data elements should be included in the Pictures Schema. Each picture should be offset with opening and closing <Picture> tags.

```
<Pictures>
  <Picture>
    <PictureUrl></PictureUrl>
  </Picture>
  <Picture>
    <PictureUrl></PictureUrl>
  </Picture>
</Pictures>
```

Field	Data Type	Description	Required	Applicable Program(s)
PictureURL	String (255)	Associated Photos URL	No	APM, Email Marketing

4.2.5 Agent Schema Data Elements

The following data elements should be included in the Agent Schema.

```
<Agent>
  <FirstName></FirstName>
  <LastName></LastName>
  <UserID></UserID>
  <EmailAddress></EmailAddress>
</Agent>
```

Field	Data Type	Description	Required	Applicable Program(s)
FirstName	String (64)	First Name of Associated Employee/Agent	Yes	All
LastName	String (64)	Last Name of Associated Employee/Agent	Yes	All
UserID	String (40)	Unique Identifier of Associated Employee/Agent	Yes	All
EmailAddress	String (64)	Email Address of Associated Employee/Agent	Yes	All

4.2.6 RichDetails Schema Data Elements

The following data elements should be included in the RichDetails Schema.

```
<RichDetails>
  <Fireplace></Fireplace>
  <SpecialDate></SpecialDate>
  <elementary_school>Spring Garden</elementary_school>
  <junior_high_school>Harwood</junior_high_school>
  <high_school>Trinity</high_school>
  <school_district>HEB</school_district>
  <neighborhood>Glenbrook</neighborhood>
  <block></block>
  <living_1>12x15</living_1>
  <living_2>12x15</living_2>
  <living_3>12x15</living_3>
  <kitchen>14x14</kitchen>
  <dining>12x14</dining>
  <breakfast>10x12</breakfast>
  <utility>6x6</utility>
  <bedroom_1>14x12</bedroom_1>
  <bedroom_2>12x12</bedroom_2>
  <bedroom_3>11x11</bedroom_3>
  <bedroom_4>10x10</bedroom_4>
  <bedroom_5>10x10</bedroom_5>
  <study>11x11</study>
  <other_1></other_1>
  <other_2></other_2>
  <stories>2</stories>
  <fence>cedar</fence>
  <pool>yes</pool>
  <roof>composite</roof>
  <foundation></foundation>
  <construction>New Home</construction>
  <heat>central</heat>
  <air>central</air>
  <levels>2</levels>
  <garage>3 car</garage>
  <tax_amount></tax_amount>
</RichDetails>
```

Field	Data Type	Description	Required	Applicable Program(s)	Template Field
Fireplace	String (10)	Fireplace Description	No	Email Marketing	Fireplace
SpecialDate	String (20)	Special Date Associated with Property	No	XC	N/A
elementary_school	String (50)	Name of elementary school	No	APM	Elementary
junior_high_school	String (50)	Name of junior high school	No	APM	Middle
high_school	String (50)	Name of high school	No	APM	High school
school_district	String (50)	Name of school district	No	APM	Schools
neighborhood	String (50)	Name of subdivision or neighborhood	No	APM	Subdivision
living_1	String (80)	Dimension of Living 1	No	APM	Living 1
living_2	String (80)	Dimensions of Living 2	No	APM	Living 2
living_3	String (80)	Dimensions of Living 3	No	APM	Living 3
kitchen	String (80)	Dimensions of Kitchen	No	APM	Kitchen
dining	String (80)	Dimensions of Dining room	No	APM	Dining
breakfast	String (80)	Dimensions of Breakfast nook	No	APM	Breakfast
utility	String (80)	Dimensions of Utility room	No	APM	Utility
bedroom_1	String (80)	Dimensions of Bedroom 1	No	APM	Bedroom 1
bedroom_2	String (80)	Dimensions of Bedroom 2	No	APM	Bedroom 2

bedroom_3	String (80)	Dimensions of Bedroom 3	No	APM	Bedroom 3
bedroom_4	String (80)	Dimensions of Bedroom 4	No	APM	Bedroom 4
bedroom_5	String (80)	Dimensions of Bedroom 5	No	APM	Bedroom 5
study	String (80)	Dimensions of Study	No	APM	Study
other_1	String (80)	Dimensions of Other 1	No	APM	Other 1
other_2	String (80)	Dimensions of Other 2	No	APM	Other 2
stories	String (80)	Number of stories	No	APM	Stories
fence	String (80)	Type of fence	No	APM	Fence
pool	String (80)	Pool description	No	APM	Pool
roof	String (80)	Type of roof	No	APM	Roof
foundation	String (80)	Type of foundation	No	APM	Foundation
construction	String (80)	Type of home construction	No	APM	Construction
heat	String (125)	Type of heating system	No	APM	Heat
air	String (80)	Description of air system	No	APM	Air
levels	String (80)	Number of levels	No	APM	Levels
garage	String (80)	Dimensions of Garage	No	APM	Garage
tax_amount	String (20)	Amount of estimated taxes	No	APM	Taxes

4.2.7 Buyer Schema Data Elements

The following data elements should be included in the Buyer Schema. The data elements should be organized within the Primary and Secondary Schemas. Take note of the difference between primary sales associate first name and last name element names and secondary sales associate first name and last name element names. The primary sales associate first name and last name are enclosed in the elements beginning with SalesAssociate. The secondary sales associate first name and last name are enclosed in the elements beginning with SalesActiveAssociate.

```

<Buyer>
  <Primary>
    <Firstname></Firstname>
    <Lastname></Lastname>
    <SalesAssociateId></SalesAssociateId>
    <SalesAssociateFirstname></SalesAssociateFirstname>
    <SalesAssociateLastname></SalesAssociateLastname>
    <SalesAssociateEmailAddress></SalesAssociateEmailAddress>
  </Primary>
  <Secondary>
    <Firstname></Firstname>
    <Lastname></Lastname>
    <SalesAssociateId></SalesAssociateId>
    <SalesActiveAssociateFirstname></SalesActiveAssociateFirstname>
    <SalesActiveAssociateLastname></SalesActiveAssociateLastname>
    <SalesAssociateEmailAddress></SalesAssociateEmailAddress>
  </Secondary>
</Buyer>
    
```

Field	Data Type	Description	Required	Applicable Program(s)
FirstName	Alphanumeric	First Name of Buyer	No	XC
LastName	Alphanumeric	Last Name of Buyer	No	XC
SalesAssociateID	Alphanumeric	Unique Identifier of Sales Associate	No	XC
SalesAssociateFirstName	Alphanumeric	First Name of Sales Associate	No	XC
SalesAssociateLastName	Alphanumeric	Last Name of Sales Associate	No	XC
Sales AssociateEmailAddress	Alphanumeric	Email Address of Sales Associate	No	XC

5) Deployment

5.1 Environments

Xpressdocs has the following:

Name	Description
Stage	Staging environment for QA testing
Production	Live production environment

Xpressdocs will provide one non-production environment for testing purposes (Stage). A client's production environment will point to Xpressdocs's production environment by default.

5.2 Diagnostics

Xpressdocs stores all provided data feed files and recommends that clients do this as well. In order to maintain a clear history of files, clients should name their data files using the following naming convention: <filename_YYYYMMDD>.xml. Troubleshooting issues is much easier when a clear record of what data was provided exists.

5.3 Tasks

The following tasks are required to complete a data feed integration:

- 1) Xpressdocs will provide the client with FTP or SFTP credentials or the client will provide Xpressdocs with FTP, SFTP, or HTTP credentials.
- 2) Xpressdocs will validate the data feed document contains all required elements and is well-formed XML.
- 3) Xpressdocs will notify client that the data feed import can begin.