

Landscape of property-management systems and ILS vacancy feeds (Jan 2026)

Introduction

Property-management systems (PMSs) and internet listing services (ILSs) are deeply interconnected in the U.S. rental market. Large PMS vendors such as **Yardi (RentCafe/Voyager)**, **RealPage (LeaseStar/Marketing Center/OneSite)** and **Entrata** host unit, pricing, availability and fee data for millions of apartments. ILSs such as Apartments.com, Zillow Rental Network and others consume these feeds to display real-time vacancies. The integration ecosystem is evolving: the **National Multifamily Housing Council (NMHC)** and the **Real Estate Technology & Transformation Center (RETTTC)** maintain the **Multifamily Information and Transaction Standards (MITS)** data model; version 5.0, released in 2023–2024, adds extensive fee classifications and property-marketing updates ¹. Major PMS vendors have committed to adopt the **MITS 5.0** standard ². Understanding how feeds are obtained, how often they update, and the limitations each vendor imposes is critical for any firm building an integration.

Data standards and formats

- **MITS 5.0** – The NMHC/RETTTC MITS data model is the primary specification for marketing/ILS feeds. It uses **XML** to describe communities, floorplans, units, fees and policies. Version 5.0 expands fee classifications and supports price-transparency initiatives ¹. Partners can also deliver fees through **MITS 5.0** to Zillow and other ILSs ³.
- **JSON APIs** – Yardi’s RentCafe API and RealPage’s “getFloorPlanList”/“getUnitList” endpoints return **JSON** responses. These APIs are often used for websites (e.g., RentPress) but are subject to rate limits and licensing ⁴.
- **HotPads/Zillow feed** – Zillow’s bulk feed guide requires XML (Zillow Interchange Format or MITS), delivered via HTTP/SFTP. Zillow recommends scheduling downloads about **20–30 minutes after the file is updated** to ensure the data reflects the latest availability ⁵. Photo file formats must be .jpg, .png or .webp ⁶.

Major PMS/ILS feed providers

Yardi (Voyager + RentCafe)

How partners obtain feeds –

- **Data Exchange Program & API** – Yardi licenses its API through a **RentCafe API Access Agreement**. Only “common clients” (properties that are clients of both Yardi and the partner) may authorize a partner to access the feed. Partners must apply to Yardi’s Data Exchange Program and sign a confidentiality agreement that prohibits sharing **Common Client Data** with third parties ⁷.
- **Enabling syndication** – For Apartments.com or other ILSs, property managers log into RentCafe V2, navigate to the **ILS Syndication Settings**, select the ILS, and then email the ILS with their

Company Code, API Token, property identifiers (Voyager Property ID and Code) and other details ⁸ . The ILS team activates the feed within **24–48 hours** ⁹ .

- **Fee transparency** – To syndicate fee data, property managers must upgrade to Yardi's **Fee Transparency feature** in Voyager 8. Yardi indicates that MITS 5.0 fee syndication is available and clients on Voyager 7 can access Voyager 8 solely for fee management ¹⁰ .

Data formats –

- **JSON API** – The **RentCafe API** returns JSON for multiple endpoints such as `getApartmentAvailability`, `getFloorplans`, and `getUnitPricingDetails`. A support article lists the fields the feed contains (property info, floorplan list, units with rent ranges, etc.) ¹¹ .
- **XML ILS feed** – Yardi provides a once-daily **ILS Syndication** file export that serves as a substitute for calling the availability and floorplan endpoints ¹² . This feed uses the MITS property-marketing format and is available only to approved ILS vendors.

Update cadence –

Endpoint/feed	Recommended call frequency	Notes
getApartmentAvailability	Once per day for ILS vendors receiving daily syndication; twice per day for other vendors ¹³	Returns individual unit availability and rent ranges; Yardi notes the rent changes 1–3 times per day ¹³ .
getFloorplans	Once per day for ILS vendors; twice per day for others ¹⁴	Provides floorplan details and available unit counts ¹⁴ .
getUnitPricingDetails (unit pricing data)	Up to twice per day ¹⁵	Used only when properties employ a revenue-management system; pricing typically changes once or twice per day ¹⁵ .
Images/marketing details setup	Monthly or on change ¹⁶	Yardi advises storing these values locally and checking infrequently because they rarely change ¹⁶ .
ILS syndication feed (file)	Once per day ¹²	Intended exclusively for approved ILS partners; provides combined availability and floorplan data.

Restrictions and terms –

- **Confidentiality** – Yardi's API terms forbid disclosure of **Confidential Information** or **Common Client Data** to any third party ⁷ . All data must be used solely for the “Business Purpose” of automating data exchange for common clients ¹⁷ .
- **Rate limits** – The API usage table states that partners should not call availability/floorplan endpoints more often than recommended and warns that excessive calls are “unnecessary waste” ¹⁸ .

- **Eligibility** – The Data Exchange Program is limited to clients on **Yardi Voyager 7S or later** ¹⁹ . Partners must pay interface fees and sign a Data Sharing Agreement ⁷ .

RealPage (LeaseStar/Marketing Center & OneSite)

How partners obtain feeds –

- **LeaseStar/Marketing Center** – To syndicate a property to an ILS like Apartments.com, managers log into RealPage, open the **Marketing Center**, choose the property, select **Listing Services → 3rd Party ILSs**, enable the channel (e.g., **Apartments.com**), and save ²⁰ . They then email the ILS with the **Property Key ID** (found under Property Syndication) to complete activation ²¹ . A LeaseStar Syndication subscription and RealPage ILM setup are required ²² .
- **Zillow integration** – Zillow's integration guide says partners should enable Zillow in LeaseStar's 3rd Party ILS settings. Zillow picks up the **RealPage feed seven times a day** at two-hour intervals beginning at **7 AM Central Time** ²³ . Property managers must ensure at least one vacant or on-notice unit is available and provide the **Property Key ID** ²³ .
- **RealPage JSON API** – For website integrations (e.g., RentPress), RealPage provides a JSON API requiring a **Site ID, username, password and license key**. The API returns property info, floorplan lists, unit lists and amenities ²⁴ .
- **Fee syndication** – To support fee transparency, RealPage uses the **MITS 5.0** standard. Property managers must request that RealPage enable MITS 5.0 on their account and then submit property details to the ILS (e.g., Apartments.com) ²⁵ . Zillow notes that RealPage's MITS 5.0 feed provides the data needed for its **Costs & Fees** calculator ³ .

Data formats –

- **JSON** – RealPage's property/availability API returns JSON; the fields include property details (address, phone, email), floorplan codes, rent ranges and unit lists ¹¹ .
- **XML (MITS)** – LeaseStar and RealPage's marketing feed typically use the **MITS 5.0** XML schema for ILS syndication and fee data ¹ . Zillow's feed guide notes that MITS or its own XML format (Zillow Interchange Format) are accepted ²⁶ .

Update cadence –

- **Feed pick-up times** – RealPage sets file pick-up times for each ILS. Zillow states that it **picks up the RealPage feed seven times daily**, every **two hours starting at 7 AM CDT**, which means data changes propagate throughout the day ²³ .
- **API calls** – RealPage does not publish explicit rate limits publicly; however, partners often poll the JSON API every few hours. File-based feeds are typically refreshed multiple times per day.

Restrictions and terms –

- **Subscriptions and licensing** – A **LeaseStar Syndication** or **OneSite** subscription is required ²² . RealPage may charge integration fees.
- **Property requirements** – ILS integration requires that at least one unit be vacant or on notice; otherwise the feed may not publish ²⁷ . RealPage does not support using its Market Connect product to syndicate listings to Zillow ²⁸ .

- **Activation process** – New ILS partners must coordinate with RealPage to obtain Site IDs and license keys. Property managers must email the ILS with their **Property Key ID** to finalize syndication ²¹ .

Entrata

How partners obtain feeds –

- **ILS Portal and API** – Entrata's **ILS Portal** product provides feed distribution. Customers use Entrata's **Administrative System** to maintain property content and enable feeds ²⁹ . The feed is pulled via the `getMitsPropertyUnits` API (a MITS-compliant endpoint) which supports **JSON or XML** output ³⁰ . The API requires an **API user, password** and **property ID** ³¹ .
- **Enabling ILS feeds** – Customers must maintain valid licenses with each ILS and may need to provide written or verbal approval for the ILS to accept feeds ³² . Entrata is not responsible for delays caused by ILS setup or approval ³³ . Customers are responsible for formatting data to meet each ILS's requirements ³⁴ .
- **Fee transparency** – Entrata's **Fee Transparency API** allows ILSs like Zillow to receive detailed fee data. Partners configure fee settings in Entrata's **Property Settings → Pricing → Transparency** and enable the option to allow ILSs to access fee data ³⁵ .

Data formats –

- **JSON or XML** – The `getMitsPropertyUnits` endpoint returns either JSON or XML depending on the request; the data is structured according to the MITS property-marketing model ³⁰ .

Update cadence –

Feed/endpoint	Update cadence	Notes
Entrata ILS feed (availability & pricing)	A couple of times per day ³⁶	Feed updates occur several times daily. Changes made after a refresh are not visible until the next update ³⁶ .
RentPress polling (example)	Every 2 hours ³⁷	RentPress (a website plugin) polls the Entrata feed every two hours to ensure websites match the feed ³⁷ .

Restrictions and terms –

- **Customer responsibilities** – The ILS Portal terms require customers to maintain accurate content in Entrata and their third-party PMS; Entrata pulls this content to create feeds ³⁸ . Customers must comply with ILS formatting requirements and may have to obtain approvals for the ILS to accept feeds ³⁹ .
- **Licensing** – The product terms state that the software may be used only for the properties and ILSs specified in the sales order; additional properties/ILSs require additional fees ⁴⁰ . Entrata is not responsible for errors or delays caused by third-party PMS data or ILS approvals ⁴¹ .

Other PMS vendors

While Yardi, RealPage and Entrata dominate the multifamily market, other vendors also provide ILS syndication:

Vendor	Feed availability	Notes
ResMan	Property managers submit a ticket to ResMan's support portal requesting ILS integration. After integration, listings take 24–48 hours to connect ⁴² . Zillow encourages sending listings even when no units are available ⁴³ . Detailed feed specifications and update cadence are not publicly documented.	
Rent Manager	Managers enable Online Listings via Rent Manager's command menu and choose the ILS (e.g., Zillow). The listing is sent to Zillow for verification ⁴⁴ . Official documentation does not describe the update frequency; however, the platform includes a "Refresh My Feed" option that pushes updates to the chosen ILS.	
AppFolio	AppFolio's ILS syndication requires updating marketing information, rental prices and photos within the AppFolio portal ⁴⁵ . Zillow's help center does not specify update cadence; however, general guidance suggests that feeds refresh several times daily or via real-time API if the provider supports it ⁴⁶ .	
Buildium	Not directly covered in primary sources. Buildium offers MITS-based feeds to ILSs and is participating in the MITS 5.0 initiative ² .	
Propertyware (RealPage)	RealPage's single-family platform (Propertyware) is supported by Zillow's real-time or file-based feeds ⁴⁷ . Similar rules apply to RealPage's multi-family platforms.	
Engrain, Funnel, SightMap	Engrain and Funnel act as middleware, aggregating feeds from multiple PMSs. Zillow supports fee data syndication via Engrain's SightMap REST API ⁴⁸ and Funnel's MITS 5.0 implementation ⁴⁹ . These vendors may offer real-time API endpoints and can simplify integration for new ILS entrants.	

Integration paths for a new entrant

A new entrant seeking to consume vacancy feeds has several realistic options:

1. **Adopt the MITS 5.0 standard** – Supporting the NMHC/RETC MITS 5.0 data model allows a single feed parser to handle the major PMS vendors. RealPage, Yardi and AppFolio have committed to adopt the MITS 5.0 property-marketing/ILS schema ², and Zillow encourages partners using MITS feeds to upgrade to version 5 ⁵⁰. A new entrant should implement MITS 5.0 for both listing data and fee data.
2. **Join vendor programs** – Each PMS vendor requires a formal agreement:

3. **Yardi** – Apply to Yardi’s **Data Exchange Program** to obtain an API license. Provide details about the business purpose, agree to confidentiality and pay interface fees. For ILS use, request access to the **ILS Syndication file** and ensure that API calls adhere to Yardi’s recommended limits ¹⁸. Work with mutual property clients to gather **Company Code, API Token and property IDs** ⁸.
4. **RealPage** – Obtain a **LeaseStar Syndication** subscription or **OneSite/Propertyware** license. RealPage will issue **Site IDs, license keys and Property Key IDs**. Coordinate with property managers to enable the ILS channel in Marketing Center ²⁰ and supply the ILS with Property Key IDs ²¹. Determine file pick-up times; Zillow picks up RealPage data every **two hours starting at 7 AM CDT** ²³.
5. **Entrata** – Execute a sales order for the **ILS Portal** product and register an API user. Obtain credentials (API user, password and property ID) and call the `getMitsPropertyUnits` endpoint to receive data ³⁰. Ensure that property managers enable the ILS feed and obtain necessary approvals ³⁹.
6. **Partner with feed aggregators** – Vendors such as **Engrain’s SightMap, Funnel and RentPress** already integrate with multiple PMS feeds. A new entrant can ingest data through these partners using a single REST/JSON API. For example, Engrain’s API provides pricing and availability data aligned with Zillow’s fee requirements ⁴⁸.
7. **Use real-time APIs where available** – Some providers (e.g., Zillow) offer real-time listing APIs that send updates within minutes ⁵¹. Real-time APIs require additional integration but avoid the delay inherent in batch feeds. New entrants should inquire whether PMS vendors support real-time endpoints.
8. **Coordinate with property managers** – Many PMS vendors require that the property manager (the “common client”) initiate and approve the feed. A new entrant must therefore sell its value proposition to property owners so they will request activation. Without common clients, vendors will not authorize data access ¹⁷.

Conclusion

The U.S. multifamily feed landscape in early 2026 is characterized by a move toward **standardization (MITS 5.0)** and **greater fee transparency**. Yardi, RealPage and Entrata remain the primary gatekeepers of vacancy and pricing data. Their APIs and daily feeds update multiple times per day but come with strict usage limits, confidentiality obligations and requirements that only mutual clients may authorize data exchange. For new entrants, the most viable strategy is to adopt MITS 5.0, join the vendors’ data-exchange programs, and leverage aggregators such as Engrain or Funnel to simplify integrations. Understanding each vendor’s data format, update cadence and contractual limitations helps ensure compliance while delivering timely, accurate vacancy information to renters.

¹ ² Advancing data models now enable multifamily fee transparency - Broadband Communities
<https://bbcmag.com/advancing-data-models-now-enable-multifamily-fee-transparency/>

3 10 35 48 49 50 **Sharing Fee Data with Zillow – Zillow Help Center**

<https://zillow.zendesk.com/hc/en-us/articles/43429008094227-Sharing-Fee-Data-with-Zillow>

4 11 24 **Check RealPage Data Feed - 30 Lines Support**

<https://support.30lines.com/documentation/check-realpage-data-feed/>

5 6 26 **Rental Listing Bulk Feed Guide**

<https://s3.amazonaws.com/files.hotpads.com/%20guides/Rental%20Listing%20Bulk%20Feed%20Guide.pdf>

7 12 13 14 15 16 17 18 19 **RENTCAFE API ACCESS TERMS OF USE (RC API TOU) - Marketing Resources**

<https://resources.yardi.com/legal/rc-api-tou/>

8 9 **How do I connect my student housing listings to Apartments.com using Yardi RentCafe V2? - Property Owner and Manager Help Center**

<https://propertyhelp.apartments.com/article/1242-how-do-i-connect-my-student-housing-listings-to-apartments-com-using-wardi-rentcafe-v2>

20 21 22 **How do I connect my listing to Apartments.com using RealPage LeaseStar/Marketing Center? - Property Owner and Manager Help Center**

<https://propertyhelp.apartments.com/article/1031-how-do-i-connect-my-listing-to-apartmentscom-using-the-realpage-leasestar-marketing-center>

23 27 28 47 **LeaseStar (RealPage) Integration FAQs – Zillow Help Center**

<https://zillow.zendesk.com/hc/en-us/articles/33745624862483-LeaseStar-RealPage-Integration-FAQs>

25 **How do I syndicate fees to Apartments.com using RealPage? - Property Owner and Manager Help Center**

<https://propertyhelp.apartments.com/article/1274-how-do-i-enable-fee-transparency-on-apartments-com-using-realpage>

29 32 33 34 38 39 40 41 **US 2023 - Product Terms and Conditions**

<https://legal.entrata.com/product-terms-and-conditions/usa-2023>

30 31 36 37 **Check Entrata API Data Feed - 30 Lines Support**

<https://support.30lines.com/documentation/check-entrata-data-feed/>

42 43 **ResMan Integration FAQs – Zillow Help Center**

<https://zillow.zendesk.com/hc/en-us/articles/33739734886931-ResMan-Integration-FAQs>

44 **Rent Manager Integration FAQs – Zillow Help Center**

<https://zillow.zendesk.com/hc/en-us/articles/42695040722835-Rent-Manager-Integration-FAQs>

45 **How do I update my listing using AppFolio? - Property Owner and Manager Help Center**

<https://propertyhelp.apartments.com/article/1017-how-do-i-update-my-listing-using-appfolio>

46 51 **How Often Do My Listings Update? – Help Center | Zillow Rental Manager**

<https://help.zillowrentalmanager.com/hc/en-us/articles/21542864365971-How-Often-Do-My-Listings-Update>