Rightmove Automated Datafeed Specification

Version 3

Revision 3.4

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DOCUMENT CONTROL

Date	Revision	Initials	Reason of Change
26/09/2011	3.2	ML	**Property Type field** - Retail – High Street to Retail Property (high street) - Retail – Out of Town to Retail Property (out of town) - Workshop / Retail space to Workshop & Retail space - Factory / Manufacturing to Factory - Research / Development Facility to Research & Development Facility - Marine to Marine Property - 3 additional commercial property types
02/12/2011	3.3	ML	**Update to table of contents** - Amendment to page locations **Property Type field** - Change of property sub ID 17 to 202 (hotel) - Change of property sub ID 18 to 277 (guest house) - Rename of property sub ID 253 other to commercial property - Change of property sub ID 19 to 253 (commercial property) - Self Storage to Storage **Addition of commercial fields** - MIN_SIZE_ENTERED - MAX_SIZE_ENTERED - AREA_SIZE_UNIT_ID - BUSINESS_FOR_SALE_FLAG - PRICE_PER_UNIT - COMM_CLASS_ORDER _1 – 6
18/09/2013	3.4	ML/VS	**Property Type field** - Additional commercial property types - Workshop & Retail space to Workshop - Addition of smallholding - Addition of coach house **Price Qualifier field** - Addition of Equity Loan (ID 14) - Addition of Offers Invited (ID 15) **Sold Properties** - Addition of details with regard to the removal of Sold and Let properties

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INTRODUCTION

Overview

'Estate Agents' maintain one or more internal or external databases containing their current properties. The Rightmove datafeed provides the facility for a bulk load from all or part of this in-house property system to be loaded onto the Rightmove database and subsequently on to the Rightmove.co.uk website.

The automated datafeed (ADF) provides an effective mass synchronization of the in-house data (i.e. the master copy) and the data that is online via the Rightmove.co.uk website.

As well as providing a bulk loading facility, which caters for the normal daily data synchronisation, there is a facility for test uploads. The test facility provides a way for 'Estate Agents' or 'Software Providers' to test their bulk load files without having the data put onto the live site. Using this facility enables developers to refine their file generation and transfer without impacting upon the ''Agent's' online properties.

Version

- **Version 3** – Rightmove will supply our internal branch/development ID's.

Transferring Data

Data should be transferred to Rightmove via an FTP client onto the secure Rightmove server. This upload consists of two file types:

- Property Data
- Property Media (e.g. Images, Brochures, Floor plans, Virtual Tours, EPC's, HIP's)

The information will be loaded into the online Rightmove.co.uk database on a daily basis, images and other media are transferred to a location from where the Rightmove.co.uk website can access them.

Please Note* - *To reduce the transfer time the sender can select to ZIP one or more of these files but please ensure all data is in the root of zip file and not within sub directories.*

Data Precedence

A key factor to consider when developing an upload is the precedence applied to the bulk file data and the data already in the Rightmove.co.uk database. Within the data file each property is identified as belonging to a specific branch. During the loading of the bulk data into the Rightmove.co.uk database ALL properties belonging to branches referenced in the bulk file are removed from the database and replaced with those in the bulk file.

In effect any branches loading via the datafeed have their <u>ENTIRE</u> property stock removed from Rightmove and replaced with the contents of the newer data file.

If no data is received the branches properties will not be deleted and will therefore remain as per the previous bulk upload. If a property is not sent in a following upload, it will be removed/deleted from the Rightmove.co.uk website.

Media Processing

The data precedence set out above does not apply to other media. Property images can be sent either with the data file containing the property or at a later date**. Additional media should be sent along with a property referenced in the data file.**

When a property is processed from a property file a check is performed to see if any images for that property have also been received. If it has, the image (and a generated thumbnail image) is copied to the 'Live' images directory from where the

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Rightmove site can reference them. This mapping between images and properties is described in greater detail in the **DATA FILE FIELDS** section.

A property does not have to have an associated image. If no image(s) is found for a property then a property will be displayed on the web site with a default image - 'Awaiting Image'

Images should be sent for all the following circumstances:

- Property uploaded for the first time
- Image updated
- Property resent to Rightmove having been previously deleted

Please Note* - *Rightmove deletes all images when it deletes the associated property!*

FILE NAMING CONVENTIONS, ENCODING & DIMENSIONS

Data File Name and Individual ZIP files per branch

A unique ZIP file is recommended per branch; which will allow the troubleshooting of files to be actioned quicker. These ZIP files should be named with just the **BRANCH ID**.

The BLM with in the ZIP should have a unique file name; which is in order for the prevention of files overwriting each other.

The preferred naming convention is: **<BRANCH ID>_<YYYY><MM><DD><SEQ NO.>.BLM**

- **BRANCH ID -** This will be provided to you following the completion of initial testing, unless you are already aware of those branches you would be loading on behalf of and their ID's.
- **SEQ NO.** - is the sequence number of the file (to allow multiple files on the same day)

Sample ZIP and BLM FILE NAME
47425.ZIP *(where 47425 is the branch id)*

47425_2006101001.BLM (*where 47425 is the branch id, the file was generated on the 10th October 2006, Sequence number is 01 i.e. it was the first file sent on that day.)*

Data File Extension

The valid extension to be used for any data files containing *property* data is:

.BLM (Bulk Load Mass)

Data File Encoding

Please ensure that your BLM file is encoded in ASCII characters, failure to do so will cause your data file to fail in processing. You can check your file through a HEX editor to ensure that no erroneous characters are displaying.

Media File Name

Multiple Property Images, Floor Plans, Brochures and Virtual Tours for a property are supported by this version of the Rightmove.co.uk format. Due to the number and variety of media types accepted, the following naming convention is mandatory.

Please Note* - *If the following naming convention is not followed CORRECTLY media data will not be processed.*

<AGENT_REF>_<MEDIATYPE>_<*n*>.<file extension>

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- **<AGENT_REF>**- This is made up of the Branch ID and property reference. Please see the 'data file fields' section on page 16 for further details
- ***<n> Media Index Number*** - Index number starting with 00 to sequence the media for a property
- **<MEDIATYPE>-** Recognized media types
    - IMG Property Image / Photo
    - FLP Floor Plan
    - DOC Documents / Brochure
- **<file extension>–** Recognised file extension – such as .jpg, .gif, .pdf

Sample MEDIA FILE NAME

47425_ABC12_IMG_00.jpg (*where* **47425** *is the Branch ID,* ***ABC12*** *is the Property Reference,* ***IMG*** *is the Media Type, and* ***00*** *is the Media Index Number and* ***jpg*** *is the file type. In this instance* ***00*** *indicates it is the first property image/photo of a property for branch* ***47425*** *with a reference of* ***ABC12****)*

Further examples:

Images - 47425_ABC12_IMG_00.jpg, 47425_ABC12_IMG_01.jpg, 47425_ABC12_IMG_02.jpg

Floor Plans - 47425_ABC12_FLP_00.gif, 47425_ABC12_FLP_01.gif or URL to floor plan

Brochures - 47425_ABC12_DOC_00.pdf or URL link to PDF document

Media File Extensions

Every media will have an extension of the internal format they represent. The different formats accepted by Rightmove are restricted to:

IMG	Only JPG, GIF and PNG formats
FLP	Only JPG, GIF and PNG formats
DOC	Only PDF format

Home Information Packs and Energy Performance Certificates

Sending/Linking to HIP's and EPC's (full certificate)

The HIP or EPC utilises the same technical functionality as the other brochure/document fields. You can send us either a PDF of the HIP/EPC or a URL linking directly to the HIP/EPC. (See Media File Name above regarding naming conventions if you are sending a PDF for Rightmove to host).

We require the DOCUMENT **index number to start at 50**, regardless of how many other brochure fields you are adding to the feed. Therefore MEDIA_DOCUMENT_50 should be used for the first HIP/EPC field, with MEDIA_DOCUMENT_TEXT_50 used for the caption/brochure text; MEDIA_DOCUMENT_51 should be used for the second HIP/EPC field, with MEDIA_DOCUMENT_TEXT_51 used for the caption/brochure text…etc, etc.

*****Please Note***** *- Each HIP or EPC must have a text caption!*

Caption / Brochure text
For HIPs - The caption text **must only** read "HIP"
For EPCs – The caption text **must only** read "EPC"

Sample Extract
The following is a sample datafile extract for a provider sending a single HIP for Rightmove to host:

#DEFINITION#
AGENT_REF^ADDRESS_1^ADDRESS_2^TOWN^POSTCODE1^POSTCODE2^FEATURE1^FEATURE2^FEATURE3^FEATURE4^FEATURE5^FEATURE6^FEATURE7^FEATURE8^FEATURE9^FEATURE10^SUMMARY^DESCRIPTION^BRANCH_ID^STATUS_ID^BEDROOMS^PRICE^PRICE_QUALIFIER^PROP_SUB_ID^CREATE_DATE^UPDATE_DATE^LET_DATE_AVAILABLE^DISPLAY_ADDRESS^PUBLISHED_FLAG^LET_DATE_AVAILABLE^LET_RENT_FREQUENCY^LET_BOND^LET_TYPE_ID^LET_FURN_ID^LET_RENT_FREQUENCY^TENURE_TYPE_ID^TRANS_TYPE_ID^NEW_HOME_FLAG^MEDIA_IMAGE_00^MEDIA_IMAGE_01^MEDIA_IMAGE_02^MEDIA_IMAGE_03^MEDIA_IMAGE_04^MEDIA_FLOOR_PLAN_00^MEDIA_VIRTUAL_TOUR_00^MEDIA_DOCUMENT_00^MEDIA_DOCUMENT_TEXT_00^**MEDIA_DOCUMENT_50^MEDIA_DOCUMENT_TEXT_50**^~

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#DATA#
47425_ABCDE^29^Millstream Way^Leighton Buzzard^LU7^3WJ^Double Glazing^Garage providing secure parking ^Ideal for first time buyer^GFCH system^NO UPWARD CHAIN^^^^^^This is a lovely property summary^This is a lovely property description^47425^1^2^179995^1^2^2007-03-27 20:13:22^2007-02-04 22:59:00^^Millstream Way, Leighton Buzzard^1^^^^^^^^1^N^47425_ABCDE_IMG_00.jpg^47425_ABCDE_IMG_01.jpg^47425_ABCDE_IMG_02.jpg^47425_ABCDE_IMG_03.jpg^47425_ABCDE_IMG_04.jpg^47425_ABCDE_FLP_00.gif^^47425_ABCDE_DOC_00.pdf^Full Brochure^**47425_ABCDE_DOC_50.PDF^HIP**^~

Sending Just the EPC Graphs/Graphics
If you just wish to send the graphs then you **must** create a MEDIA_IMAGE_60 field and send them as with other images, but the image **must** have the caption EPC – i.e. the relevant MEDIA_IMAGE_TEXT_60 field is populated with EPC.

Should you have two individual graphics of the EPC, please add MEDIA_IMAGE_61 & MEDIA_IMAGE_TEXT_61 and then use the fields as explained above.

e.g.
The #DEFINITION# should contain
…MEDIA_IMAGE_60^MEDIA_IMAGE_TEXT_60^~

The relevant #DATA# section would be:
…47425_ABCDE_IMG_60.JPG^EPC^~

Please Note* - *DO NOT include EPC graphics with in the normal MEDIA_IMAGE fields, which should contain only images of the property.*

Media Dimensions

Images can be sent at a maximum size of **1024 x 1024 pixels** and minimum of **620 pixels wide by 414 pixels high**.

Images are currently displayed on Rightmove.co.uk at the size of 620 pixels wide x 414 pixels high. Images sent larger than this will be resized down at a 3:2 ratio.

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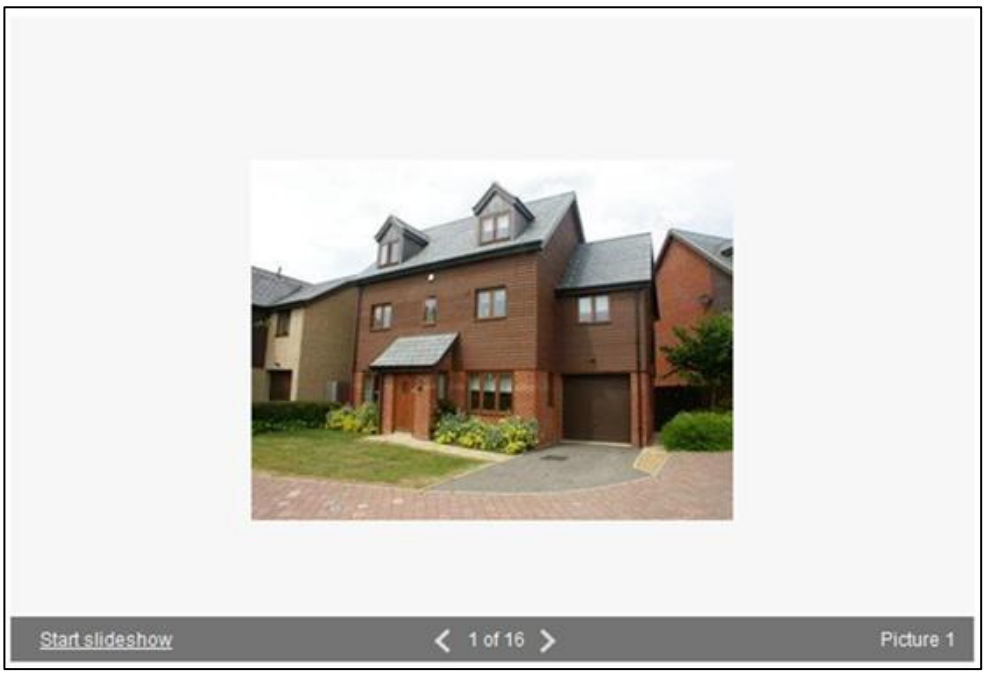
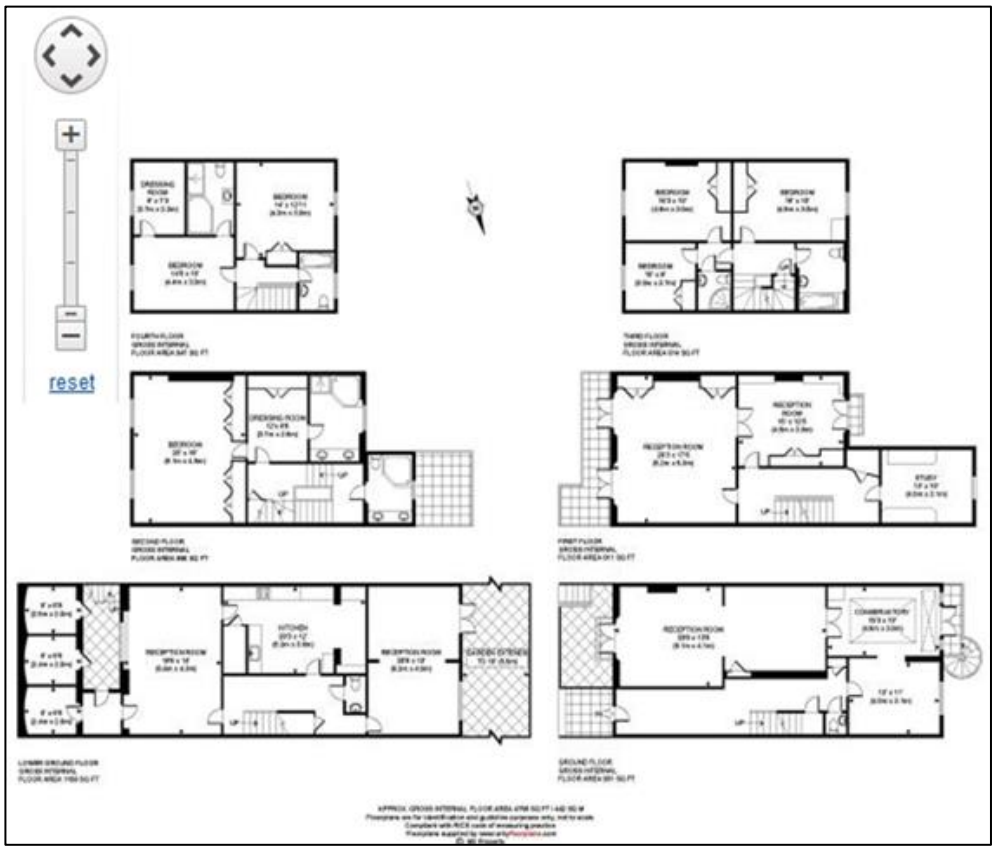
If images are sent less than 620 pixels wide x 414 pixels high, they are uploaded at the original size and not resized.



Floor plans can be sent at a maximum size of **2025 x 2025 pixels** and a minimum of **600 x 600 pixels**. The larger the floor plan, the more zoom levels available. The scales for the level of zooms are:

- 600 x 600 pixels– no zoom function
- 900 x 900 pixels – one zoom level
- 1350 x 1350 pixels – three zoom levels
- 2025 x 2025 pixels – all four zoom levels



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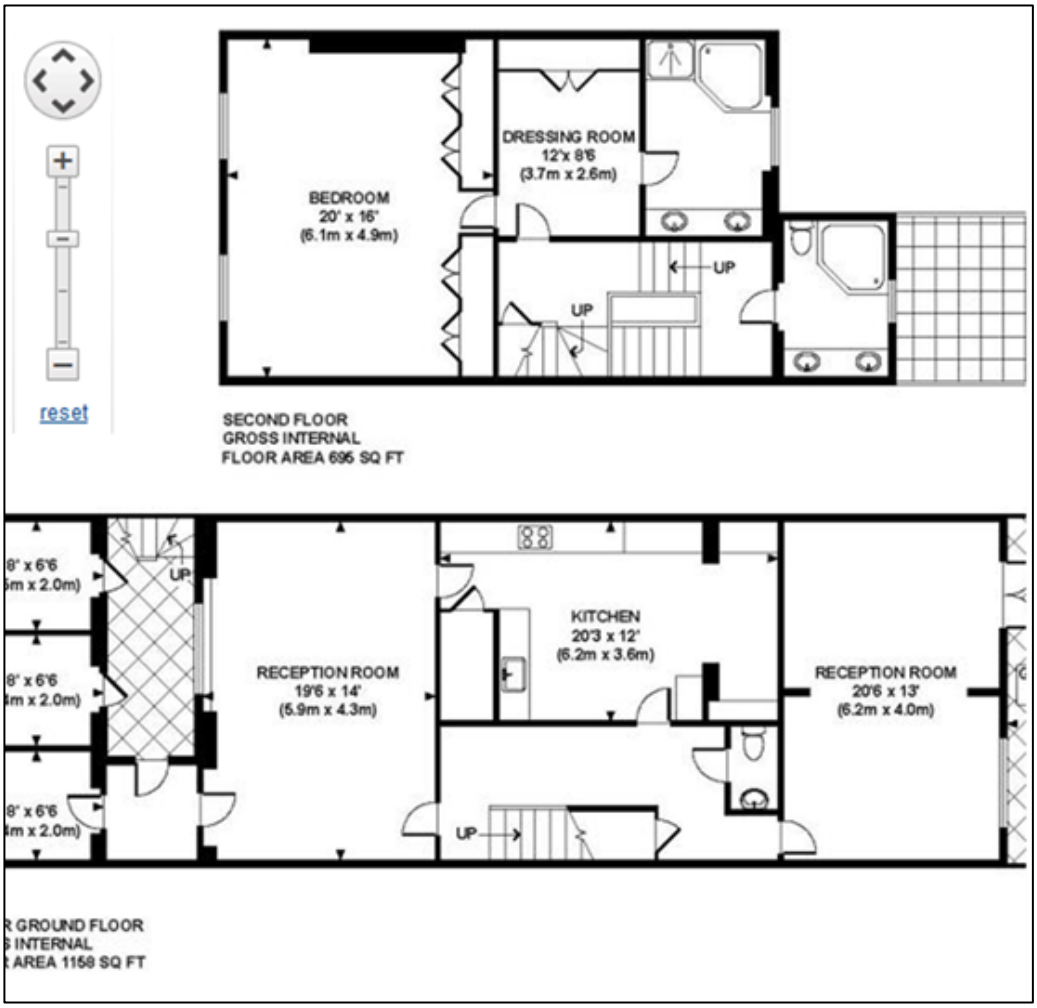
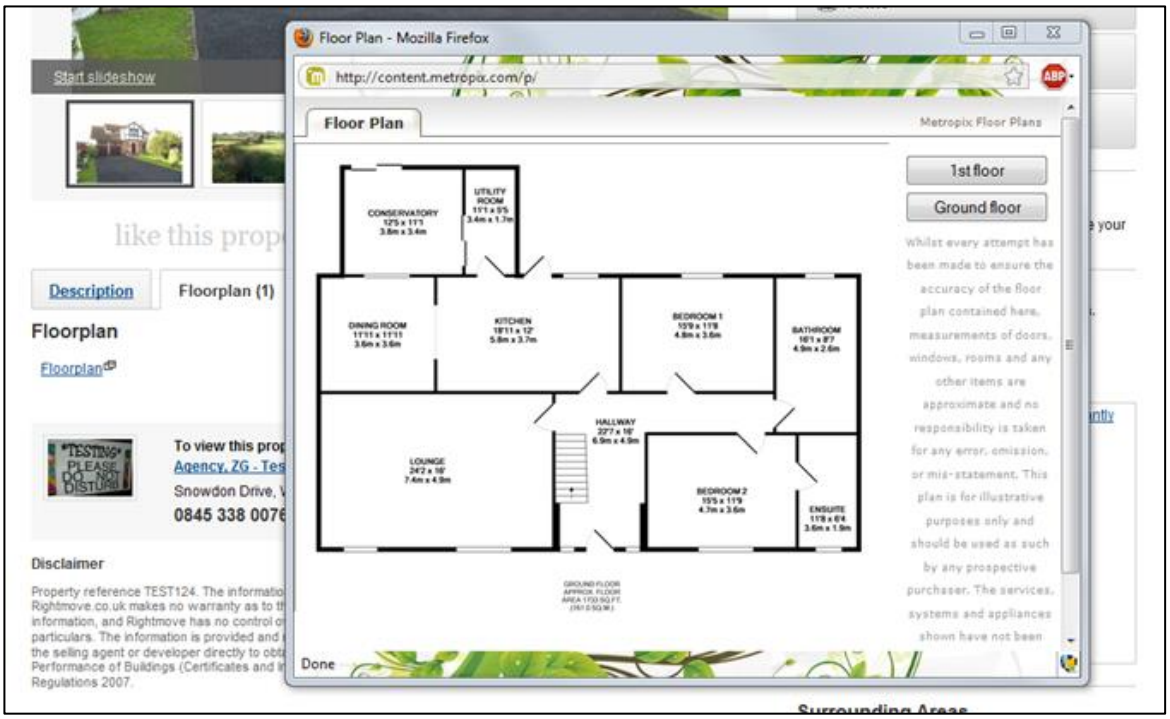


Alternatively a full URL link to the floor plan can be provided. The floor plan will display as an external link and will open in a new page. The zoom function will not be applicable.



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DATA FILE STRUCTURE

Data File Structure Summary

The Rightmove data file structure is divided into 3 sections. The HEADER section, the DEFINITION Section, and the DATA Section. The sections are separated by section tags; which are **#HEADER#**, **#DEFINITION#**, and **#DATA#**.

The end of each section is marked by the subsequent section tag, with the end of the file being marked by the tag **#END#**. Please ensure that this tag resides on the subsequent line to the final property record.

The sections tag should appear in an individual line in upper case. The order of appearance of each section is fixed and should be #HEADER#, #DEFINITION#, #DATA#, and #END#

Please Note - *a file missing any of these tags will fail!*

Sample FILE STRUCTURE

#HEADER#
Version : 3
EOF : '^'
EOR : '~'
Property Count : 101
Generated Date : 15-July-2009 00:00

#DEFINITION#
AGENT_REF^DISPLAY_ADDRESS^POSTCODE1^…~

#DATA#
47425_ABC12^Third Floor^Grafton Court^^^…~
…
#END#

Data File HEADER Section

The top section of the data file is identified by the tag #HEADER#. It is designed to contain useful information about the data in the file. Each piece of information in this header should be printed as an attribute and value pair in an individual line:

<Attribute><Single Space>:<Single Space><Value>

A number of the attributes are mandatory in the header, without those the data file will be rejected. In addition to mandatory and non-mandatory attributes, the feed provider is free to add their own attributes.

Rightmove Mandatory Attributes

- **Version -** Should specify the format version of the data file. The value for this format is 3
- **EOF -** Single character that is used to delimit the fields in the property data. Recommend – **'^'**
- **EOR -** Single character that is used to delimit individual property records. Recommend – **'~'**

Please Note - *Single quotes around the delimiter are mandatory and are required to be **straight** quotes (').*

Non Mandatory Attributes

- **Property Count -** A count of the number of properties within the data file
- **Generated Date** - The date that the data file was generated.

Sample HEADER

#HEADER#
Version : 3

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EOF : '^'
EOR : '~'
Property Count : 101
Generated Date : 15-July-2009 00:00

The EOF and EOR delimiters should be chosen carefully. The delimiter characters should not appear in any other field of data. Should you be aware that Agents are using your EOR delimiter character, '~' for example, then it would be advisable to change the delimiting character to a '|'. A misplaced EOR delimiter will cause the property record to be cut off in being read where the inadvertent delimiter appears.

Data File DEFINITION Section

This section contains information about the fields that are included in the data file and the order of those fields. In the version 3 feeds, the feed provider chooses the fields they would like to include. The fields have to be chosen from the set of available fields (ref Rightmove fields table, see pages 13 - 15 of the specification), there are a set of mandatory fields that have to be included in all records and in all files. The order of the fields can be changed, but it is recommended to follow the same order as in the Rightmove fields table.

The Rightmove fields table may be updated with additional fields to support enhanced functionality and allow the feed provider to utilise the extra features in their own timescales. You will be advised when such changes are to be made.

All the fields the feed provider chooses to include in the data file have to be arranged one after another, delimited by the field delimiter specified in the HEADER section. Field names should match those in the supplied list, any unrecognised fields will fail the feed.

The final field should be finished with the EOF delimiter and then EOR delimiter.

Please Note *- All MEDIA fields MUST appear after all other fields.*

Sample DEFINITION

#DEFINITION#
AGENT_REF^ADDRESS_1^ADDRESS_2^ADDRESS_3^ADDRESS_4^TOWN^POSTCODE1^POSTCODE2^FEATURE1^FEATURE2^FEATURE3^FEATURE4^FEATURE5^SUMMARY^DESCRIPTION^BRANCH_ID^STATUS_ID^BEDROOMS^PRICE^PRICE_QUALIFIER^PROP_SUB_ID^CREATE_DATE^UPDATE_DATE^DISPLAY_ADDRESS^PUBLISHED_FLAG^LET_DATE_AVAILABLE^LET_BOND^LET_TYPE_ID^LET_FURN_ID^LET_RENT_FREQUENCY^TENURE_TYPE_ID^TRANS_TYPE_ID^NEW_HOME_FLAG^MEDIA_IMAGE_00^MEDIA_IMAGE_TEXT_00^MEDIA_IMAGE_01^ MEDIA_IMAGE_TEXT_01^~

Data File DATA Section

This section contains all the property data. Each field in the property data should correspond to the fields chosen in the DEFINITION section and be in the same order. The fields should be separated by the chosen field delimiter and each property record should be separated by the chosen record delimiter.

It is recommended that a new line or a carriage return character be included after every record delimiter to increase the readability of the raw data file.

The final field of each record should be finished with the EOF delimiter and then EOR delimiter.

Sample DATA

#DATA#
47425_ABC12^Third Floor^Grafton Court^Winterhill^^Milton Keynes^MK6^1AJ^Gas Central Heating^Landscaped Gardens^Double Glazed^Garage^^a.n.'Agent' are delighted to offer this tastefully decorated end of terrace property, built approximately ten years ago by….^a.n.'Agent' are delighted to offer this tastefully decorated end of terrace property, built approximately ten years ago by…Entrance; adsfklajfdsfafadf, Lounge: 22' X 25'……^47425^0^2^125000^2^2^2008-10-10 19:24:00^2008-10-10 19:24:00^Winterhill^1^^^^^^^1^N^47425_ABC12_IMG_00.jpg^Garden^47425_ABC12_IMG_01.jpg^Lounge^~

47425_ABC27^27^Simon Close^...~

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…
#END#

Salient points of the DATA section

- **All property records must have the same number of fields as the definition section**. If you state in the definition that each property will have 6 images but one of the properties only has 3 then the deficit should be made up with blank fields to ensure all records contain the same number of fields. All the files processed by Rightmove are converted into UNIX format before loading.

- The file can contain multiple properties from multiple branches with the unique Branch ID distinguishing each.

- The EOF and EOR record delimiters should be chosen carefully. They must not appear in any data of any field. If you are aware that 'Agents' are using the character '~' for example then a '|' would be a more advisable end of record delimiter.

- New line or carriage returns do not delimit the data, and in most places they are considered part of the data. They should be avoided in all the fields except descriptive fields like the "Summary" and "Description".

- All the date fields should be of format "YYYY-MM-DD HH24:MI:SS", any other time format will fail the record.

- Leading and trailing blank spaces in the field will be considered as part of the data. It is better not to include spaces before or after field data.

- Use of HMTL tags in the SUMMARY fields is not permitted. They may be removed fully or partially, and will have an unpredictable effect when displayed on the Rightmove.co.uk site. They may be used sparingly within the DESCRIPTION field, but should be restricted to bold, italics, underline.

- All fields in the DEFINITION section must appear in the DATA section even when their values are empty.

- No external links to other websites are permitted in the SUMMARY or DESCRIPTION, any that are uploaded will have the hyperlink stripped.

- Remove uses of quotes and double quotes, specifically the summary, feature and caption fields as this will cause the property records to fail to upload.

DATA FILE FIELDS

Rightmove Data Fields

The Rightmove recognized data fields are the collection of fields that have a specific meaning to the Rightmove system. If a field is included in the data file that is not a Rightmove recognized data field then the system ignores that field.

Every field has a set of constraints that the data should adhere to. These constraints can be classified as:

Field Classification

- **Mandatory and Non Mandatory -** This indicates whether the field should be included in every data file record or not. Failure to include a mandatory field in a data file would result in the rejection of the whole data file.
- **Recursive and Non-Recursive -** This indicates whether the field can be included more than once with a different index number. E.g. IMG_<n> is the property photo column which can be included in the data file as IMG_00, IMG_01 to feed two images for every property.
- **Nullable and Not-Nullable -** This indicates whether the field value can be empty or not. This constraint is tested during the "Verify and Load" process, and if it fails that property is rejected. E.g. A field can be mandatory and nullable - it **HAS** to be included but can be empty.

Field	Field Name	Data Type	Length	Field Mandatory	Data Mandatory	Recursive	Redundant	Description
1.	**AGENT_REF**	**Char**	**20**	**Y**	**Y**			This is a combination of Branch_ID and 'Agents' property reference. **<BRANCH_ID>_<AGENTPROPREFERENCE>** This identification has to be unique within the site The 'Agent' reference should not contain any special characters or spaces except underscore ('_').
2.	**ADDRESS_1**	**Char**	**60**	**Y**	**Y**			First part of the address House Number or House Number (e.g.30 or Swiss Cottage). *This will not be displayed on the **Live** Rightmove site, but is used in the Agents Reports*
3.	**ADDRESS_2**	**Char**	**60**	**Y**	**Y**			Road Name
4.	ADDRESS_3	Char	60				Y	NA
5.	ADDRESS_4	Char	60				Y	NA
6.	**TOWN**	**Char**	**60**	**Y**	**Y**			Town/City Name
7.	**POSTCODE1**	**Char**	**10**	**Y**	**Y**			First part of the Postcode. E.g. LU7
8.	**POSTCODE2**	**Char**	**10**	**Y**	**Y**			Second Part of Postcode. E.g. 1EZ
9.	**FEATURE1**	**Char**	**200**	**Y**	**Y**			*See notes on data quality*
10.	**FEATURE2**	**Char**	**200**	**Y**	**Y**			*See notes on data quality*
11.	**FEATURE3**	**Char**	**200**	**Y**	**Y**			*See notes on data quality*
12.	FEATURE4	Char	200	N	N			*See notes on data quality*
13.	FEATURE5	Char	200	N	N			*See notes on data quality*
14.	FEATURE6	Char	200	N	N			*See notes on data quality*
15.	FEATURE7	Char	200	N	N			*See notes on data quality*
16.	FEATURE8	Char	200	N	N			*See notes on data quality*
17.	FEATURE9	Char	200	N	N			*See notes on data quality*
18.	FEATURE10	Char	200	N	N			*See notes on data quality*
19.	**SUMMARY**	**Char**	**1k**	**Y**	**Y**			*Only 300 characters will be displayed on site. See notes on data quality*
20.	**DESCRIPTION**	**Char**	**32k**	**Y**	**Y**			*See notes on data quality*
21.	**BRANCH_ID**	**Num**		**Y**	**Y**			A valid Branch ID provided by Rightmove
22.	**STATUS_ID**	**Num**		**Y**	**Y**			0 – Available, 1 – SSTC (Sales only), 2 – SSTCM (Scottish Sales only), 3 – Under Offer (Sales only), 4 – Reserved (Sales only), 5 – Let Agreed (Lettings only) *Please see table footer re. Sold and Let properties.*
23.	**BEDROOMS**	**Num**		**Y**	**Y**			All properties require this field to be populated
24.	BATHROOMS	Num		N	N			Student Lettings field
25.	LIVING_ROOMS	Num		N	N			Student Lettings field
26.	**PRICE**	**Num**		**Y**	**Y**			All properties require this field to be populated
27.	PRICE_QUALIFIER	Num		Y	N			0 – Default, 1 – POA, 2 – Guide Price, 3 – Fixed Price, 4 – Offers in Excess of, 5 – OIRO, 6 – Sale by Tender, 7 – From, 9 – Shared Ownership, 10 – Offers Over, 11 – Part Buy Part Rent, 12 – Shared Equity, 14 – Equity Loan, 15 – Offers Invited
28.	**PROP_SUB_ID**	**Num**		**Y**	**Y**			One of the valid property types. Ref. Property Type table
29.	**CREATE_DATE**	Date		Y	N			YYYY-MM-DD HH:MI:SS or leave this field blank.
30.	**UPDATE_DATE**	Date		Y	N			YYYY-MM-DD HH:MI:SS or leave this field blank.
31.	**DISPLAY_ADDRESS**	**Char**	**120**	**Y**	**Y**			*Address of the property that should be displayed on the **Live** Rightmove site*
32.	**PUBLISHED_FLAG**	**Num**		**Y**	**Y**			0 - Hidden/invisible, 1 - Visible

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33.	LET_DATE_AVAILABLE	Date		Y	N			Date when letting property will be available for rent - YYYY-MM-DD HH:MI:SS
34.	LET_BOND	Num		Y	N			'Deposit' – *(Example: 500)*
35.	LET_TYPE_ID	Num		Y	N			0 – Not Specified, 1 – Long Term, 2 – Short Term, 3 – Student, 4 – Commercial *This is a field that effects property exposure, as Users can search by this field, properties without this field are displayed as* ***'Not Specified'***
36.	LET_FURN_ID	Num	1	Y	N			0 - Furnished, 1 - Part Furnished, 2 - Unfurnished, 3 - Not Specified 4 – Furnished/Un Furnished *This is a field that effects property exposure, as Users can search by this field, properties without this field are displayed as* ***'Not Specified'***
37.	LET_RENT_FREQUENCY	Num	1	Y	N			0 - Weekly, 1 - Monthly, 2 - Quarterly, 3 – Annual, 5 Per person per week (*Student Lettings only) Properties without this field are displayed as* '***Price per Month'***
38.	LET_CONTRACT_IN_MONTHS	Num	2	N	N			Student Lettings Only
39.	LET_ WASHING_MACHINE_FLAG	Char	1	N	N			Y - Included, N or empty Student Lettings Only
40.	LET_ DISHWASHER_FLAG	Char	1	N	N			Y - Included, N or empty Student Lettings Only
41.	LET_ BURGLAR_ALARM_FLAG	Char	1	N	N			Y - Included, N or empty Student Lettings Only
42.	LET_BILL_INC_WATER	Char	1	N	N			Y - Included, N or empty Student Lettings Only
43.	LET_BILL_INC_GAS	Char	1	N	N			Y - Included, N or empty Student Lettings Only
44.	LET_BILL_INC_ELECTRICITY	Char	1	N	N			Y - Included, N or empty Student Lettings Only
45.	LET_BILL_INC_TV_LICENCE	Char	1	N	N			Y - Included, N or empty Student Lettings Only
46.	LET_BILL_INC_TV_SUBSCRIPTION	Char	1	N	N			Y - Included, N or empty Student Lettings Only
47.	LET_BILL_INC_INTERNET	Char	1	N	N			Y - Included, N or empty Student Lettings Only
48.	TENURE_TYPE_ID	Num	1	Y	N			1 – Freehold, 2 – Leasehold, 3 – Feudal, 4 – Commonhold, 5 – Share of Freehold
49.	**TRANS_TYPE_ID**	**Num**		**Y**	**Y**			1 - Resale, 2- Lettings
50.	MIN_SIZE_ENTERED	Num		N	N			The minimum size of the property (Commercial only)
51.	MAX_SIZE_ENTERED	Num		N	N		Y	The maximum size of the property (Commercial only)
52.	AREA_SIZE_UNIT_ID	Num		N	N			The unit of the size of the area. 1 – sq ft, 2- sq ms, 3 – acres, 4 – hectares (Commercial only)
53.	BUSINESS_FOR_SALE_FLAG	Char	1	N	N			0 – Not a business for sale; 1 – Business for sale (Commercial only)
54.	PRICE_PER_UNIT	Num		N	N			The price per unit of the property (Commercial only)
55.	COMM_CLASS_ORDER_1	Char	100	N	N			Specifies the Use Class Order from this: http://www.gvagrimley.co.uk/PreBuilt/PDR/other/GVAGUseClassOrder.pdf Options are: A1, A2, A3, A4, A5, B1, B2, B8, C1, C2, C2A, C3, D1, D2, sui_generis_1, sui_generis_2 (Commercial only)
56.	COMM_CLASS_ORDER_2	Char	100	N	N			(see above)
57.	COMM_CLASS_ORDER_3	Char	100	N	N			(see above)
58.	COMM_CLASS_ORDER_4	Char	100	N	N			(see above)
59.	COMM_CLASS_ORDER_5	Char	100	N	N			(see above)
60.	COMM_CLASS_ORDER_6	Char	100	N	N			(see above)
61.	NEW_HOME_FLAG	Char	1	Y	N			Y - New Home, N or empty - Non new home property
62.	**MEDIA_IMAGE_<n>**	**Char**	**100**	**Y**	**N**	**Y**		Name of the property photo. MEDIA_IMAGE_00 is the default photo that would be shown on site.
63.	MEDIA_IMAGE_TEXT_<n>	Char	20	N	N	Y		Caption to go with the image of that index number.
64.	MEDIA_IMAGE_60	Char	20	Y	N	Y		Name of the property EPC graphic. MEDIA_IMAGE_60 is for EPC Graphics that would be shown on site.
65.	MEDIA_IMAGE_TEXT_60	Char	20	Y	N	Y		Caption to go with the EPC of MEDIA_IMAGE_60, this **MUST READ "**EPC**"**.
66.	MEDIA_FLOOR_PLAN_<n>	Char	100	N	N	Y		Name of the property floor plan file or the URL

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67.	MEDIA_FLOOR_PLAN_TEXT_<n>	Char	20	N	N	Y		Caption to go with the floor plan of that index number.
68.	MEDIA_DOCUMENT_<n>	Char	200	N	N	Y		Name of the property document file or the URL
69.	MEDIA_DOCUMENT_TEXT_<n>	Char	20	N	N			Caption to go with the document of that index number.
70.	MEDIA_DOCUMENT_50	Char	200	Y	N	Y		HIP's/EPC loading field, Name of the property document file or the URL
71.	MEDIA_DOCUMENT_TEXT_50	Char	20	Y	N			Caption to go with the HIP of MEDIA_DOCUMENT_50, this **MUST READ "**HIP**"** or **"**EPC**"**.
72.	MEDIA_VIRTUAL_TOUR_<n>	Char	200	N	N	Y		Virtual tour file URL
73.	MEDIA_VIRTUAL_TOUR_TEXT_<n>	Char	20	N	N	Y		Caption to go with the virtual tour of that index number.

****Please note**: There are no Sold or Let STATUS_IDs in the specification as unavailable properties are not displayed on Rightmove. Once a property is completed or tenanted it should be removed from the feed and will then automatically archive from Rightmove.co.uk.

DATA QUALITY

Property Descriptions - Providing Full Details

Maximising the amount of information that is available to users of the site has strong business benefits for 'Estate Agents'. It reduces operational costs in responding to user requests for property information (e.g. answering queries, printing and postage), as the full information will be available on the site to the user. It also attracts more vendors to advertise with an 'Agent', as they will feel that their property will be well marketed to prospective buyers.

Look at building up information from all the information you store. For example if you store room details separately, look at adding this information into your descriptions. Quite simply, the more information you are able to build up, the more attractive the property details will appear to users and the more business 'Agents'/developers will get.

The property summary is only 300 characters on the Rightmove.co.uk site. Any large descriptions being placed in here will be truncated to 300 characters; as a result you should consider duplicating this information within the full property description. In general the 'full details' are best placed in the full property description which has a character limit of 32,000.

Property Features (Fields 9 – 18) should be utilized to highlight the properties unique selling points, in much the same way as an 'Estate Agents' window card – typical features include 'Double Glazing', 'Close to train station', 'Conservatory', 'Solid Wood Floors' etc

We've identified the following as what constitutes full details for the majority of 'Estate Agents':

- **Full property descriptions** – including descriptions of rooms and all features of the house. Most users would hope for several paragraphs of information as a minimum. Together with room dimensions where possible.
- **Multiple images of the property –** provided in the form of the physical images.
- **Floor plans of the property** – either providing the physical images or a URL link to the specific floor plans.
- **A brochure of the property** – this is perhaps what 'Agents' currently print off and post to applicants and can be provided to Rightmove as a PDF or link to the physical PDF. Links directing to a page on an 'Agents' website consisting of other links are not permitted.
- **A virtual tour** – provided in the form of a URL link, only to the physical virtual tour. Links directing to a page on an 'Agents' website consisting of other links are not permitted.

Please Note*

Summary - *ALL HTML will be stripped*
Description *– Basic HTML tags can be used for bold, underlining, italicising.*
Links *– All links to Floor plans, Brochures and Virtual Tours must only link to the physical media and not to a web page consisting of the media and external links.*

PROPERTY TYPES

The following property type codes must be used in the PROP_SUB_ID field. The property sub type is displayed alongside the property on Rightmove.co.uk. Each property sub type corresponds to a particular category of property. It is *this* category that is in the search criteria on the website.

Warning* *Only use the property type 'Not Specified' where no alternative exists. Properties with the property type 'Not Specified' will only appear in searches where the user selects 'Not Specified'. Using this property type will reduce the exposure the property receives and therefore the volume of leads generated for the advertiser.*

PROP_SUB_ID	Property Type	Search Criteria Type
0	Not Specified	Not Specified **(ONLY)**
1	Terraced	Houses
2	End of Terrace	Houses
3	Semi-Detached	Houses
4	Detached	Houses
5	Mews	Houses
6	Cluster House	Houses
7	Ground Flat	Flats / Apartments
8	Flat	Flats / Apartments
9	Studio	Flats / Apartments
10	Ground Maisonette	Flats / Apartments
11	Maisonette	Flats / Apartments
12	Bungalow	Bungalows
13	Terraced Bungalow	Bungalows
14	Semi-Detached Bungalow	Bungalows
15	Detached Bungalow	Bungalows
16	Mobile Home	Mobile / Park Homes
20	Land	Land
21	Link Detached House	Houses
22	Town House	Houses
23	Cottage	Houses
24	Chalet	Houses
27	Villa	Houses
28	Apartment	Flats / Apartments
29	Penthouse	Flats / Apartments
30	Finca	Houses
43	Barn Conversion	Character Property
44	Serviced Apartments	Flats / Apartments
45	Parking	Garage / Parking
46	Sheltered Housing	Retirement Property
47	Retirement Property	Retirement Property
48	House Share	House / Flat Share
49	Flat Share	House / Flat Share
50	Park Home	Mobile / Park Homes
51	Garages	Garage / Parking
52	Farm House	Character Property
53	Equestrian Facility	Character Property
56	Duplex	Flats / Apartments
59	Triplex	Flats / Apartments
62	Longere	Character Property
65	Gite	Character Property
68	Barn	Character Property
71	Trulli	Character Property
74	Mill	Character Property
77	Ruins	Character Property
80	Restaurant	Commercial Property
83	Cafe	Commercial Property
86	Mill	Commercial Property
92	Castle	Character Property
95	Village House	Houses
101	Cave House	Character Property
104	Cortijo	Character Property
107	Farm Land	Land
110	Plot	Land

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113	Country House	Character Property
116	Stone House	Character Property
117	Caravan	Mobile / Park Homes
118	Lodge	Character Property
119	Log Cabin	Character Property
120	Manor House	Character Property
121	Stately Home	Character Property
125	Off-Plan	Land
128	Semi-detached Villa	Houses
131	Detached Villa	Houses
134	Bar / Nightclub	Commercial Property
137	Shop	Commercial Property
140	Riad	Character Property
141	House Boat	Character Property
142	Hotel Room	Flats / Apartments
143	Block of Apartments	Flats / Apartments
144	Private Halls	Flats / Apartments
178	Office	Commercial Property
181	Business Park	Commercial Property
184	Serviced Office	Commercial Property
187	Retail Property (high street)	Commercial Property
190	Retail Property (out of town)	Commercial Property
193	Convenience Store	Commercial Property
196	Garage	Commercial Property
199	Hairdresser / Barber Shop	Commercial Property
202	Hotel	Commercial Property
205	Petrol Station	Commercial Property
208	Post Office	Commercial Property
211	Pub	Commercial Property
214	Workshop	Commercial Property
217	Distribution Warehouse	Commercial Property
220	Factory	Commercial Property
223	Heavy Industrial	Commercial Property
226	Industrial Park	Commercial Property
229	Light Industrial	Commercial Property
232	Storage	Commercial Property
235	Showroom	Commercial Property
238	Warehouse	Commercial Property
241	Land	Commercial Property
244	Commercial Development	Commercial Property
247	Industrial Development	Commercial Property
250	Residential Development	Commercial Property
253	Commercial Property	Commercial Property
256	Data Centre	Commercial Property
259	Farm	Commercial Property
262	Healthcare Facility	Commercial Property
265	Marine Property	Commercial Property
268	Mixed Use	Commercial Property
271	Research & Development Facility	Commercial Property
274	Science Park	Commercial Property
277	Guest House	Commercial Property
280	Hospitality	Commercial Property
283	Leisure Facility	Commercial Property
298	Takeaway	Commercial Property
301	Childcare Facility	Commercial Property
304	Smallholding	Land
307	Place of Worship	Commercial Property
310	Trade Counter	Commercial Property
511	Coach House	Flats / Apartments

Definitions

PROP_SUB_ID - This is the number that is used in the PROP_SUB_ID field to identify the corresponding property type.

Property Type - It is this that will be displayed on the Rightmove.co.uk site.

Search Criteria Type -This is the property type under which the user will search to find the corresponding property sub type.

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Please Note** - **Maximise the searches a property can appear in!

Filters are available to users which will allow the user to filter their search results for the following property types:

- ***Detached***
- ***Semi Detached***
- ***Terraced***
- ***Bungalows***
- ***Mobile / Park Homes***

This information will be searched upon in the following fields, PROP_SUB_ID, SUMMARY, and FEATURE fields.

*Along with these property types, users will also be able to filter their search results for those properties with **Gardens** and **Parking** described, this information will be searched upon in the following fields, the FEATURE fields, SUMMARY field, and DESCRIPTION field.*

STUDENT LETTINGS

How can a property appear on the Student Lettings site?

Letting properties will appear on the Student Lettings site if:

1. The property **LET_TYPE_ID** field is populated with 3 (*Student*)
2. The property **SUMMARY** field contains the word STUDENT and is selected by our keyword extraction
3. The property **FEATURES** field contains the word STUDENT and is selected by our keyword extraction

How property prices are displayed on Student Lettings?

Properties are displayed on the Student Lettings site at 'per person per week' (PPPW). Properties can either be loaded as PPPW by using the LET_RENT_FREQUENCY of '5'.

How do properties provided with their price at 'per month' or 'per week' get treated?
If providing property prices as PPPW is not feasible a student let property may be provided as 'per month' (PCM) or 'per week' (PW), in which case a calculation will be made to create PPPW based on the following sums:

- **When a property is provided as 'per month' (PCM)**
  - PPPW **= ((**price per calendar month ***** number of months in the year**) /** number of weeks in the year**) /** number of bedrooms

- **When a property is provided as 'per week' (PW)**
  - PPPW **=** price per week **/** number of bedrooms

TESTING DATAFEEDS

Testing New Datafeeds

Initial Testing
All test data should be emailed directly to adfteam@Rightmove.co.uk. These files will be tested and any errors found fed back. This iterative process continues until the file structure we require is achieved.

Please use the following branch ID for your first test file:

Version 3 - Please use **99XX99** as the BRANCH_ID for testing purposes

Please ensure that your file has the correct extension **.BLM**.

Following the successful completion of initial testing we move onto automated testing of both the file format and the transfer procedure.

Initial testing is used to ensure the overall integrity and accuracy of the datafile; at the completion of this stage we will supply you with a Test ID for the rest of the testing process to completion.

Second Stage Testing
Once initial testing is completed we will provide you with your unique FTP Username and Password.

You will now be set up as a Rightmove Datafeed Provider, and these Username and Password will allow you to FTP data to the Rightmove's FTP, not just for one branch, but for any branch that you will be loading for.

Please Note* *- we do not supply FTP Username and Password on a per branch basis.*

The second stage of testing requires a full test upload of the data files and all media, which is to be transferred directly onto our FTP server and is used to test the process from 'end to end'.

The test file will need to be placed in /**live/upload** directory - when you initially log in you will be in the root directory. The test images also need to be placed in this folder. We suggest that the images are zipped together with the BLM file.

Once you have uploaded your test files **please notify the ADF Team**, who will then arrange for the data to be processed. The properties are then loaded onto the Rightmove test environment - this is a replica of the live Rightmove site and can be used to view the properties as they will appear on the live site.

Once your test has completed the ADF Team will notify you of the completion of the feed and will subsequently provide you with a link to the test branch on our test environment for you to view your properties.

Please Note* *- this is only the test environment, and that on the test environment we do not always use or supply you with the branch that you are testing for!*

GO-LIVE

Processing Live Data Files

Following successful testing you will be provided with the Branch ID(s) for the any members that have indicated they wish to load via your software.

A Branch ID is created when a member 'Estate Agent' is set up in the Rightmove database. Estate agency membership to Rightmove is subject to our terms and conditions (charges apply).

On an on-going basis Rightmove will provide you with the Branch ID of any member that request an upload from your software.

Transferring Data and Processing
Data is sent to Rightmove via FTP. The data files should be placed into the /**live/upload** directory on the FTP server.

These files are then automatically processed and loaded onto the Rightmove live site. Processing of the data can take between two to four hours to completion from initial upload.

Please Note* *- all new branches will be invisible until Rightmove has checked and had the data signed off by the estate 'Agent', at which point the branch and its properties will be made visible ('live').*

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DATA FIELDS ON PROPERTY DETAILS

The diagrams on the following pages helps show where each of the data field relates to on a resale, a rental and student letting property.

Initial Summary Search of a Resale Property:

Initial Summary Search of a Rental Property:

Initial Summary Search of a Student Lettings Property:

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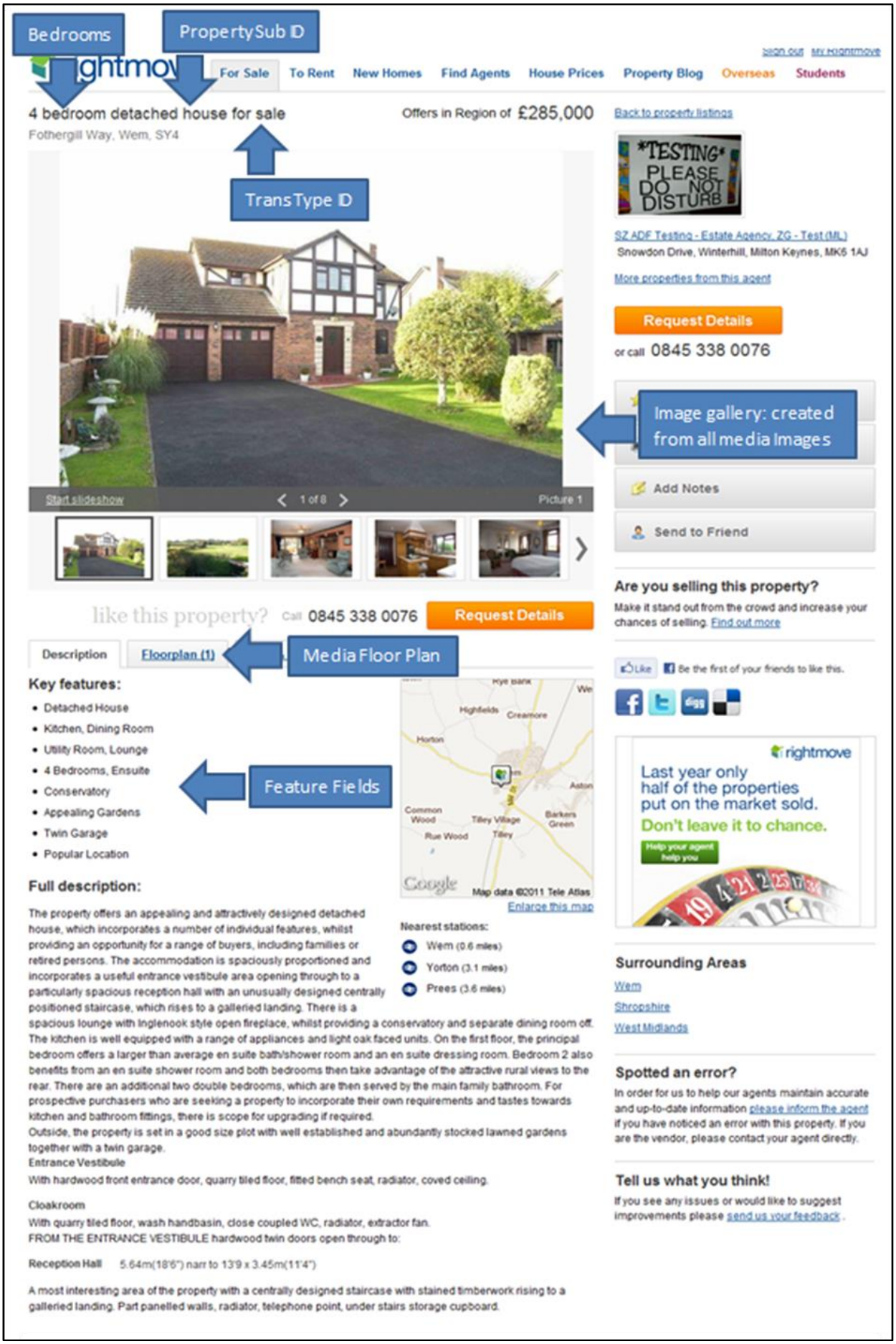
Full Details of a Resale Property:



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The Gardens

The property is offered with appealing gardens providing an attractively shaped lawn to the front interspersed with well established miniature Conifer beds and Silver Birch tree. There is a further smaller lawn on the alternative side of the driveway including Pampas Grass. A timber wicket gate then gives access down the side of the house to the rear garden, which is abundantly stocked, being laid to two lawned areas, partially divided by a deep shrubbery bed and specimen Conifers. There are deep borders, which provide attractive screening and comprise of flowering shrubs, privet, specimen trees and shrubs, CORNER TIMBER SEATING AREA with PERGOLA, an old ornamental water pump. Timber WENDY HOUSE.

Description Data

Fixtures And Fittings

The fitted carpets as laid, curtains and curtain poles and light fittings are included in the sale. Only those items described in these sale particulars are included in the sale.

Services

Mains water, electricity, drainage and gas are understood to be connected. None of these services have been tested.

Local Authorities

Shropshire Council, The Guildhall, Frankwell Quay, Shrewsbury, SY3 8HQ. Tel: 01743 281000.
Council Tax Band 'F'.

Tenure

Freehold with Vacant Possession upon Completion.

More information from this agent

- Brochure

Media Document

Energy Performance Certificate (EPC) graphs

View EPC for this property

Media Image 60/61 (EPC)

View EPC for this property

To view this property or request more details, contact SZ ADF Testing - Estate Agency, ZG - Test (ML)

Snowdon Drive, Winterhill, Milton Keynes, MK6 1AJ

0845 338 0076

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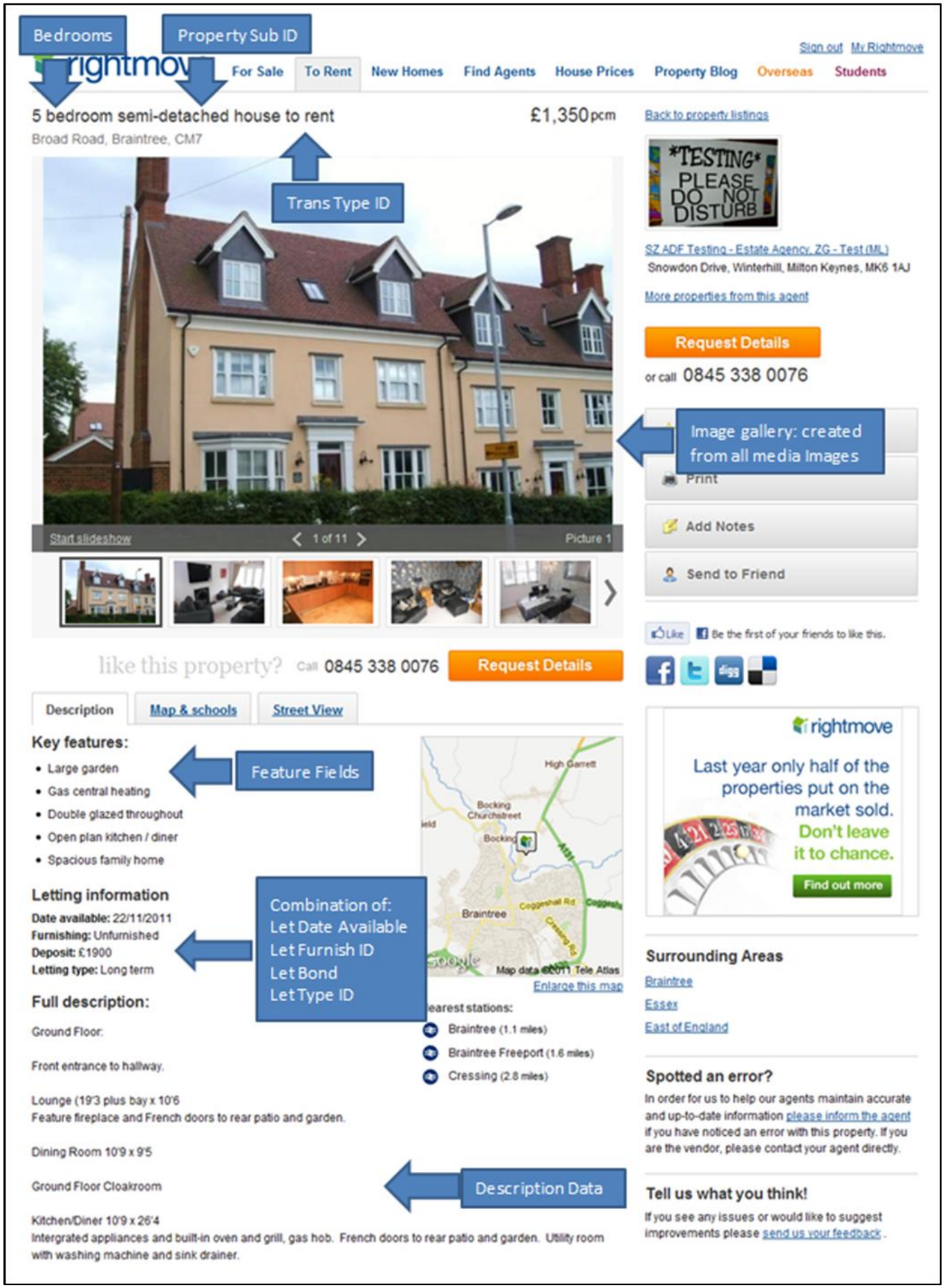
Full Details of a Rental Property:



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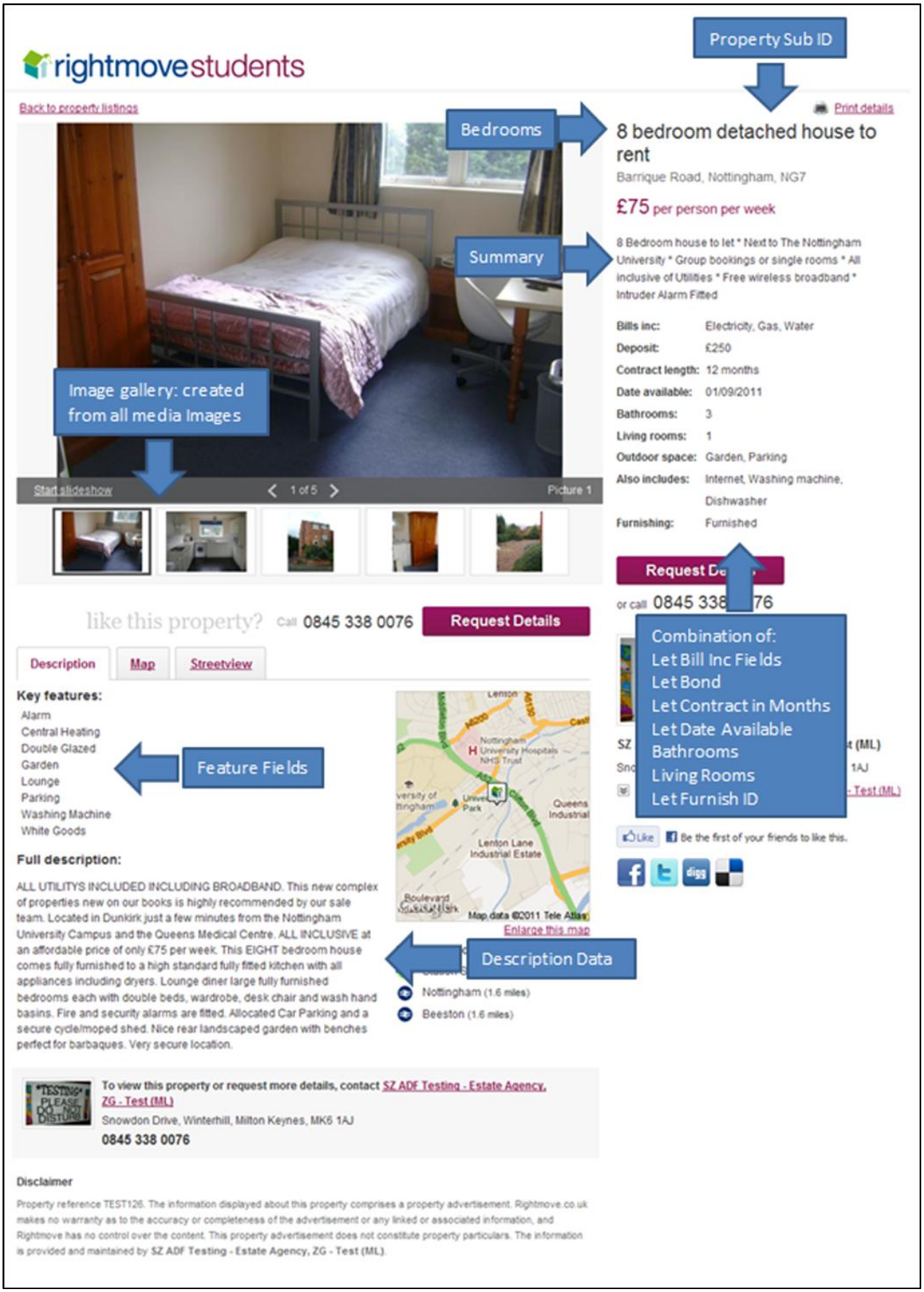
Revision 3.4

Full Details of a Student Lettings Property:



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