



Rental Feed Submission Requirements – Summer 2014  
Call 415-400-7214 or email [pcid@trulia.com](mailto:pcid@trulia.com)  
with questions/approvals and submissions

Minimum requirements for a feed to Trulia in Open Markets such as NYC, Boston, and Chicago, these are not in priority order, all requirements must be met.

1) **Compliance with Trulia feed Spec:** <http://static.trulia-cdn.com/resources/TruliaDevGuide.pdf>

2) **Complete address per listing:**

- including apartment number for all apartments and Multi-Family buildings
- Address can be “undisclosed” via the feed spec, but MUST be provided
- **NO PARTIAL** addresses

3) **Property Type:**

- must properly indicate the actual property type:
- Single Family, condo, etc.

4) **Photos:**

- Minimum 3 photos per listing
- No stolen images or duplicated images
- No company logo **as an image**
- Watermarking is allowed

5) **Fee/No Fee:**

- properly tagged in the listing feed: Fee refers to if the broker/agent charges commission fee to the RENTER (outside of application fees)

6) **One listing per company, per agent and address with unit #**

7) **Full contact info for listing agent**

- name
- email: NO PROXY – except for approved cases
- Phone number
- Company Name

8) **No Bait and Switch, Fraud, stale listings**

9) **No plagiarized text or stolen photos from other agents/companies or development. Supply your own unique photos.**

10) **Roster:**

- We recommend using an agent roster as well to send over agent details in bulk so their profiles are complete and they get more leads and rank higher in results. Contact [OMRentals@trulia.com](mailto:OMRentals@trulia.com) for more info.

11) **Review:**

- Complaints will result in feed review. An entire feed will be removed if we receive frequent fraud complaints.
- We will always reach out to providers before taking disciplinary actions
- Provide contact information for technical and compliance issues for communication