



## **PCHomes Properties Data Feed Options**

We offer various types of property feed outputs to help web designers build websites with PCHomes data.

### **Type 1: Rightmove BLM**

1. V4 RM 2009 format (for PCHomes v4 and above) - SYS-UPLOAD\_RIGHTMOVE3
  - Supports 8 photos only
  - Supports 3 floor plans only
  - More limited set of Property Types
2. V4 RM 2009 format with extensions (for PCHomes v4 and above) - SYS-UPLOAD\_RIGHTMOVE3E
  - Supports 8 photos only
  - Supports 3 floor plans only
  - More limited set of Property Types
3. V5 RM 2011 format (for PCHomes v5 and above) - SYS-UPLOAD\_RIGHTMOVE3R3
  - Supports up to 60 photos
  - Supports up to 10 floor plans
  - Uses latest Rightmove R3v3 format
4. V5 RM 2011 format with extensions (for PCHomes v5 and above) - SYS-UPLOAD\_RIGHTMOVE3R3E
  - Supports up to 60 photos
  - Supports up to 10 floor plans
  - Uses latest Rightmove R3v3 format
5. V6 RM 2014 format (for PCHomes v6 and above) - SYS-UPLOAD\_RIGHTMOVE3R5
  - Supports additional commercial property types
  - Supports rental fees
  - Uses latest Rightmove R3v5 format
6. V6 RM 2014 format with extensions (for PCHomes v6 and above) - SYS-UPLOAD\_RIGHTMOVE3R5E
  - Supports additional commercial property types
  - Supports rental fees
  - Uses latest Rightmove R3v5 format

The above formats all are based on Rightmove specifications. However, the "format with extensions" includes much extra information that allows the designed to get more information from PCHomes than would normally be supplied in a standard Rightmove BLM file. Media files are sent with the BLM (see Media Sending).

### **Type 2: XML Structure**

1. Base XML output with media files (for PCHomes v4 and above) - SYSTEM-XML\_XMLFORWEBSITESv2
  - Supports 8 photos only
  - Supports 3 floor plans only
  - With media files being sent as part of the FTP
2. Base XML output with media URLs (for PCHomes v4 and above) - SYSTEM-XML\_XMLFORWEBSITES2URL v2
  - Supports 8 photos only
  - Supports 3 floor plans only
  - Media files are not sent
3. Advanced XML output (for PCHomes v5 and above) - SYSTEM-XML\_XMLFORWEBSITESAI v2
  - Supports unlimited photos / floor plan files
  - With media files being sent as part of the FTP
4. Advanced XML output with media URLs (for PCHomes v5 and above) - SYSTEM-XML\_XMLFORWEBSITESAIURL v2
  - Supports unlimited photos / floor plan files
  - Media files are not sent

The structures between the two XML files are very much the same except the format of the photo/floor plan tags. In the unlimited photos version the tags for media are in a sub group.

### **Type 3: Web API Service**

1. Full web API service with 14 different formats available including BLM, JSON and XML
  - Supports ISO-8859-1 and UTF-8 encoding
  - Supports residential and commercial, sales and lettings records
  - Choose from original, web or thumbnail images



## **Media Sending**

With all outputs for Type 1 (Rightmove BLM), media files are always sent with the BLM upload. With Type 2 (XML Structure) media files are only sent with options 1 and 3. Options 2 and 4 will send a URL to the media hosted online by Estates IT. The designer can choose to reference the files directly or to download the images via http. When media is sent by FTP only new or changed media is sent with the feed, what is referred to as "caching". By caching the upload, this greatly reduces the amount of data that is required to be sent each time. Caches can be reset at any time. With Type 3 (Web API Service) the designer can choose from original, web or thumbnail images to display.

## **Setup Fees**

Set up Fees; Type 1: Rightmove BLM - £300 per setup. Type 2: XML Structure - £300 per setup. Type 3: API Service £35 per key per month.

## **Formats and Documents**

All the formats detailed here are documented and have the structure and feed information detailed in additional documents provided by Estates IT upon request. All the above formats include all generally required information to power a website property database including:

- Unique Property ID
- Address and Postcode information
- Descriptions
- Price and Frequency Information
- Bedrooms
- Photos and Floor Plans
- EPC Links & PDF Particulars links
- Rooms Details (typically as structured HTML format)

## **What records are included**

All of the uploads specified (Type 1 and Type 2) are "bulk uploads". That is, these uploads will always include all properties to be advertised. Standard filters are applied to the data but can be re-specified by the client if advancing data filtering is required. If a property was in a previous feed file and then does not appear in the new feed file, it should be removed from the website/portal. Type 3 is a web API that queries the database to call the data in real time.

## **Customisation**

Custom versions of Type 1 and Type 2 can be created if required. Customisation is typically charged at £70 per hour.

The amount of changes and whether the customisation can be done will depend on the specific customisation requirements. Type 3 API cannot be customised.

## **Manual Uploads**

Type 1 and Type 2 format options can be included in a PCHomes client installation and hence can be run directly from the client site without any intervention from Estates IT. They can be configured and added to a menu like favourites or custom, so the user can run them at any time manually. The process can then be used by users who have this module made available to them on the menus. One of the advantages of a manual upload is that the user can choose specifically which properties they wish to include as part of the upload manually.

## **Automated Uploads**

If the client wishes to automate the upload format specifically then there are two ways to do this.

1. The client has the process scheduled on their own copy of PCHomes on site
2. Estates IT can schedule and run the process automated from the Estates IT servers.

## **With Automation Option 1 PCHomes desktop clients:**

- Estates IT would recommend that the client will need a dedicated machine where the automation copy of PCHomes can be run from. This is typically a server where the upload can be left to run 24/7 on schedule times.
- The client will need an automation licence to run this option which is charged at £20 per month per branch.
- Support with this option is provided on a consultancy basis, charged at £70 per hour.



**CONFIDENTIAL AND COPYRIGHT ESTATES IT™ LTD 2019**  
**Document Version 2.2**

---

Estates IT Ltd  
8 Mulberry Place  
Pinnell Road  
London, SE9 6AR  
Tel: 020 8859 1700  
Fax: 0870 762 5045  
enquiries@estatesit.com  
www.estatesit.com

---

## **With Automation Option 2:**

- The client will need a subscription to a custom upload of data from the Estates IT servers, costing £5 per month per branch.
- In this case no setup is required on the users site/machines, it is setup on Estates IT servers. Setup fees apply.
- Support is provided as part of the subscription.

The charges quoted above apply to both PCHomes and PCHomes Plus. All prices quoted are exclusive of VAT. All prices correct as of 15/04/2019.