Homes.com Support FAQ

5/16/2017

Q: Where does Homes.com send listing data?

A: Homes.com only displays listing data on the Homes.com web site and mobile apps.

Q: What should be done if a listing is not appearing, or not appearing correctly on Homes.com?

A: Contact the Brand Help Desk and provide the listing details (Listing ID, MLS ID and Address) and what is not correct on the site. If available, provide the complete URL from the listing on Homes.com.

Q: What is the "trumping" order used for the display of listing data?

A: Homes.com obtains listings from multiple sources. The trumping order (what is the source preference) for Realogy is **a]** Listings obtained from the Realogy Feed **b]** Listings obtained from an MLS **c]** Listings obtained directly from the Broker.

Q: How are MLS-sourced listings handled on Homes.com?

A: If Homes.com is displaying a listing from an MLS (because it is not yet available from a broker or the Realogy feed), the listing will still have the brand's specified treatments and lead routing based on the data provided in the feed from the MLS.

Q: How do I tell what source is being used on Homes.com?

A: Homes.com displays the source in the "Listing Source:" section at the bottom of the listing details page. Listings from the MLS will have a Listing Source: "<MLS Name>" and Offered By: "Company Name>". Listings from the franchisor will have a Listing Source of "<brand name>" and Offered By: "<Company Name>".

Q: How often does Homes.com update their data?

A: Homes.com will reflect changes from MLS RETS feeds about every 15 minutes after they are made in the MLS (at least once a day for FTP provided feeds) and 1 hour after they are made in dash.

Q: What is the process for a company that wants to opt-out of the Realogy feed to Homes.com?

A: The Company should contact the Help Desk to request that their listings not be sent to Homes.com. The Help Desk will validate the request with the Brand. Once validated, the Help Desk will open a ticket with BTT to have the company added to the opt-out list.   From the point of escalation to BTT, the turnaround time to having the listing data removed from the Homes.com is approximately 5 business days.

Q: What is the process for a company that wants to opt-in to the Realogy feed to Homes.com?

A: By default, all companies have their data sent to Homes.com.   Companies that were previously opted-out can be removed from the Homes.com opt-out list by contacting the Help Desk. The Help Desk will open a ticket with BTT to have the company removed from the opt-out list.   From the point of escalation to BTT, the turnaround time to having the listing data reflected on the Homes.com site is 5 business days. The opt-in process will pull all existing listings as well as all future listings and updates for the company.

Q: Is open house data displayed?

A: Open House data is not displayed.

Q: Are rentals displayed?

A: Yes, rentals are displayed.

Q: Are foreclosures displayed?

A: Yes, foreclosures are sourced from Homes.com partner RealtyStore.

Q: Are short sales displayed?

A: Yes, sourced from Homes.com partner RealtyStore, the listing will be displayed, but will not have a short sale indicator associated.

Q: Can affiliates use their company logo on Realogy provided listings?

A: Affiliate logos are not permitted on listings provided by Realogy.   Only the Brand logo can be associated with listings.

Q: Are there Homes.com specific rules for accepting listings?

A: Yes, There are specific requirements that need to be met for listings to be considered for display:

- Zip Codes Must be a valid 5 digit USPS code

- City / State / Zip combination must be a valid

- Show address must be "Y" for address to appear on site

    o   If show address is "N", address will display as "undisclosed address"

- A street address must be provided, even if the show address is set to "N"

- There must be an email address associated to the listing (LeadRouter, Office or Agent)

- The price must be within a valid range (listings are filtered out that have a price that is extremely high or low for the area, under the assumption that these prices are most likely data entry errors)

- Show Property flag must be "Y"

- Show List Price flag must by "Y"

- Price Upon Request is not supported

- Commercial listings are not accepted

    o   Which includes, without limitation, commercially zoned properties, timeshares, and vacation rentals

- International listings not accepted

Q: How are phone numbers used?

A: For offices, the default phone number will be used. If there is no default office phone number, then the business secondary number will be used.

   For agents, the mobile number is used and if no mobile number is available, the agent business phone is used. If neither number is available, the office phone number will be used.

Q: Can listings be "claimed" on Homes.com?

A: Only Off Market properties can be claimed, verified against public records.

Q: What is the benefit of claimed listings?

A: Consumer can provide feedback on property characteristics.

Q: Can modifications be made to claimed listings, and if so, are they permanent?

A: Data will be flagged as user submitted, overwritten by active listing feed.

Q: Are there rules regarding minimum image sizes?

A: No.

Q: Are there specific Brand level display rules?

A: Yes, each Brand has specific requirements above the standard business rules for Homes.com:

Brand	Rules
Better Homes & Gardens Real Estate	● Listing has at least one media. This can be JPG (Image), BBO (Virtual Tour URL),VWT (Video Walk Through), LUR (local listing URL))
Century 21	● Listing has at least one media. This can be JPG (Image), BBO (Virtual Tour URL),VWT (Video Walk Through), LUR (local listing URL))
Coldwell Banker	● Listing has at least one media. This can be JPG (Image), BBO (Virtual Tour URL),VWT (Video Walk Through), LUR (local listing URL))
ERA	● Listing has at least one media. This can be JPG (Image), BBO (Virtual Tour URL),VWT (Video Walk Through), LUR (local listing URL))

Sotheby's International Realty	● Minimum photo rule based only on .jpg media type
	  o If a listing is new home/new construction, then the listing must have at least 2 photos
	  o If a listing has property type as Vacant Lands/Lots, then the listing must have at least 1 photo
	  o All listings that do not fall into the above two categories must have at least 10 photos
	● Listings must have the QC Approval Listing feature present
	  o Feature Code 1046 [QC Approved Listing]

Q: How are emails used?

A: Each Brand has the ability to have specific email preference order.

Brand	Agent Email Preference Order	Listing Lead Email Preference Order	Office Email Preference Order
BHG	Agent Business Email, Agent Vanity Email	Office Leader Router Email, Agent Business Email	Office Leader Router Email, Office Email
C21	Agent Business Email, Agent Vanity Email	Office Leader Router Email, If the preference is to send to agent... Agent Business Email, Else if the preference is to send to office... Office Email	Office Leader Router Email, Office Email
CB	Agent Business Email, Agent Vanity Email	Office Leader Router Email, Agent Business Email, Office Email	Office Leader Router Email, Office Email
ERA	Agent Vanity Email, Agent Business Email	Office Leader Router Email, Office Email, Agent Vanity Email	Office Leader Router Email, Office Email
SIR	Agent Vanity Email, Agent Business Email	Office Leader Router Email, Agent Vanity Email, Office Email	Office Leader Router Email, Office Email