Zillow Group Support FAQ

Q: **Where does Zillow Group send listing data?**

A: The Zillow Group sites are Zillow, Trulia, HotPads, StreetEasy, and RealEstate.com.

Q: **What should be done if a listing is not appearing, or not appearing correctly on Zillow Group sites?**

A: Contact the Help Desk and provide the listing details (Listing ID, MLS ID and Address) and the Zillow Group site(s) where the listing is missing. If available, provide the URL from the Brand website.

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

A: Zillow Group obtains listings from multiple sources. The trumping order (what is the source preference) for Realogy is **a]** Listings obtained directly from the Broker **b]** Listings obtained from the Franchisor **c]** Listings obtained from a generic source such as an MLS.

Q: **How are property addresses matched by Zillow Group?**

A: We detect that a listing in the API source is the same as a listing in the MLS source by doing a fuzzy address match. If the addresses match via our logic, then we follow the trumping rules.

Further context: If a Realogy listing is sourced from the MLS instead of the API, that means that either:
a) The listing is not in the API source yet, or
b) The listing is in the API source but has not yet been picked up by Zillow Group and sent downstream, or
c) The listing has a sufficiently different address in the API and MLS sources that we were unable to successfully fuzzy address match. In this case, the listing will be on the sites twice – one from the API source and one from the MLS source.

Q: **How are MLS-sourced listings handled on Zillow Group sites?**

A: If Zillow Group is displaying a listing from an MLS (because it is not yet available in a broker or franchisor data source), the listing will still have the brand's specified Zillow Group treatments and lead routing.

Q: **How do I tell what source is being used on Zillow Group sites?**

A: Zillow.com displays the source in the "Listing Provided By" module at the bottom of the listing details page. Listings from the MLS will have a source of "<brand name> via MLS". Listings from the franchisor will have a source of "<brand name>".

Trulia.com, HotPads, StreetEasy, and RealEstate.com do not show the source. Contact Help Desk and they will reach out to Zillow Group support to find out the listing source.

Q: **What are your business rules around Listing Augmentation?**

A: Business Rules:

a. When Zillow processes an MLS listing, they use the MLS Number of that listing to try to find the same MLS Number in the Realogy API listing data set they have stored. When they match a listing, they will be able to map two entities: the MLS office to the Realogy office and the MLS agent to the Realogy agent.

b. If we have a direct listing match, then the MLS feed will use the agent and office information from the Realogy version of the listing. This doesn't really end up mattering since the API feed trumps the MLS feed anyway.

c. Where the value comes in is when we have a MLS listing that we can't match up to the Realogy API listings – but we can match the MLS office or agent to a Realogy office or agent given the entity mapping that we did in a). So when we get an MLS listing that isn't in the Realogy API:

   i. The agent and office information (names, phone numbers, etc.) in the MLS feed will be sourced from the Realogy API information for that agent and office instead of using the information in the MLS.

   ii. The lead email address will come from the Realogy API office lead routing or office email. If those emails do not exist for the office in the Realogy API, then the lead email address will come from the Realogy API agent email instead of the agent email in the MLS. Brand logic preferences are followed here.

Q: **How often do Zillow Group sites update their data?**

A: Zillow.com will reflect changes about 15 minutes after they are made in the MLS and Dash

Trulia.com will reflect significant changes (status, price, photos, core facts, open houses) about 4-6 hours after they are made in the MLS and Dash. Other changes (including removing off-market listings) will be reflected within 12-36 hours.

HotPads will reflect changes about 30 minutes after they are made in the MLS and Dash for Sale listings, and within 15 minutes for Rent listings.

RealEstate.com will reflect changes about 30 minutes after they are made in the MLS and Dash.

Q: What is the process for a company that wants to opt-out of the franchisor feed to Zillow Group?

A: The company will need to access the ListSync application to make any opt-out changes. Within the ListSync application user will first find the channel in the Channel Grid. Once channel has been found, select the Edit icon from the Actions column. Confirm you want to opt-out in the Channel Preferences pop-up. A success message will display confirming the change. The channel status will change to Opted-out in the Channel Grid (as long as all offices are opted out). The opt-out process will flag all existing listings as delete for the channel. All future listings for the company will no longer be available when the channel pulls data. For more detailed instructions, please refer to the Company Opt-out Trainings available in your brands LMS Learning system or the help icon from the ListSync application.

Q: What is the process for a company that wants to opt-in to the franchisor feed to Zillow Group?

A: By default all companies have their data sent to Zillow Group.   Companies that were previously opted-out can be remove the opt-out through ListSync application. Within the ListSync application user will first find the channel in the Channel Grid. Once channel has been found, select the Edit icon from the Actions column. Confirm you want to opt-in in the Channel Preferences pop-up. A success message will display confirming the change. The channel status will change to Opted-in in the Channel Grid. The opt-in action will ensure all existing listings as well as all future listings and updates for the company are available when the channel pulls data. For more detailed instructions, please refer to the Company Opt-In Trainings. For more detailed instructions, please refer to the Company Opt-In Trainings available in your brands LMS Learning system or the help icon from the ListSync application.

Q: Is open house data displayed?

A: Yes, open house data is displayed on For Sale listings, except on HotPads.

Q: Are rentals displayed?

A: Yes, rentals are displayed, except on RealEstate.com.

Q: Are foreclosures displayed?

A: If the listing has the foreclosure flag set to "Y", then the status on Zillow.com will show as "Foreclosure" and the listing will be available under both the "By Agent" and "Foreclosure" sub-filters on "For Sale".

Foreclosure listings appear on Trulia, HotPads, and RealEstate.com, but are not specially marked.

Q: Are short sales displayed?

A: 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 Zillow Group 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
    - 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
    - Which includes, without limitation, commercially zoned properties, timeshares, and vacation rentals
- International listings not accepted

Additionally, HotPads requires a bedroom count to be provided.

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: Why does Zillow show property features that are not in Dash?

A: Zillow primarily will use the data provided via Dash.   In some cases where data is not provided via web services, they will use data that is publicly available, provided by the agent or home owner or data sourced from their living database of homes.

Q: How are listings claimed?

A   Listings can be claimed on both Zillow and Trulia.   Both Zillow and Trulia do something called "auto-claiming". This means that if the agent email provided in the data from Realogy matches an email on the agent's profile, then the listing will be automatically claimed to the profile. Auto-claiming has the same effect as going and manually claiming a listing.

Q: What is the benefit of claimed listings?

A: Claiming a listing allows the listing to be seen on the agent's profile. Claimed listings can also be modified by the agent.

Q: Are modifications made to claimed listings permanent?

A: The modification rules for claimed listings differ between Zillow and Trulia.

Listing modifications made on Trulia will overwrite the data provided by Realogy.   Once the listing has been modified on Trulia, no future updates can be made based on Realogy provided data.

With the exception of photos, listing modifications made on Zillow overwrite the data provided by Realogy.   When a piece of data has been manually modified on Zillow, the value for that piece of data in the Realogy system will no longer be used.

Here is how photos work on Zillow:
- An agent manually uploads photos, those will stay – they will not be removed the next time the listing updates in the Realogy feed.
- However, if an agent manually deletes Realogy-sourced photos, those photos will *come back* the next time the listing updates based on the Realogy sourced data.

Q: Are there rules regarding minimum image sizes?

A: Yes, Zillow requires that the original image be larger than 330 pixels wide and 220 pixels high. Trulia does not have a minimum image size rule.

Q: Are there specific Brand level display rules?

A: Yes, each Brand has specific requirements above Zillow Group's business rules

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 1 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

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 Lead Router Email, Agent Business Email	Office Lead Router Email, Office Email
C21	Agent Business Email, Agent Vanity Email	Team Email, Team Representative Email, Office Lead Router Email, Agent Business Email, Office Email	Office Lead Router Email, Office Email
CB	Agent Business Email, Agent Vanity Email	Office Lead Router Email, Agent Business Email, Office Email	Office Lead Router Email, Office Email
ERA	Agent Vanity Email, Agent Business Email	Office Lead Router Email, Office Email, Agent Vanity Email	Office Lead Router Email, Office Email
SIR	Agent Vanity Email, Agent Business Email	Office Lead Router Email, Agent Vanity Email, Office Email	Office Lead Router Email, Office Email