



Publisher Requirements List

This checklist should be used to ensure all requirements are accounted for prior to your go-live. Once completed, please provide back to your Implementation Manager for our records.

Publisher Name: _____

Publisher Type (Regional or National): _____

Required Display Listing Features (see implementation guide for additional info)

Display Requirements	Corresponding API Field	Added to Display
MLS ID #	ListingId	☐
Complete Listing Address (including Street, City, State, and Zip Code)	UnparsedAddress UnparsedUnitNumber PostalCity StateorProvince PostalCode	☐
Listing Price	ListPrice	☐
Number of Bedrooms	BedroomsTotal	☐
Number of Bathrooms	BathroomsTotalInteger	☐
Square Footage	LivingArea	☐
Listing Description	PublicRemarks	☐
Listing Agent Name	ListAgentFirstName ListAgentLastName	☐

Display Requirements	Corresponding API Field	Added to Display
Listing Agent State Real Estate License Identification Number	ListAgentStateLicense	☐
Brokerage Name	ListBrokerageName	☐
Broker Phone Number	ListBrokeragePhone	☐
Listing Status (as provided by the Content Source)	StandardStatus	☐
All photos	See URLS for different size images in API spec	☐
Listing URL	ListingURL	☐
Copyright Disclaimer	Disclaimer	☐
Last Refresh	N/A	☐

Data Management:

☐ *Link to Terms and Conditions of the site:*

- ☐ Required Data Updates - You are required to update the file at least once every 12 hours and completely purge any listings that have been removed from the feed every 12 hours
- ☐ Data is not used for derivative works
- ☐ Data is not redistributed to any site other than the one(s) allowed
- ☐ Data is not modified
- ☐ ListHub Licensed Content are not behind a paywall

Lead Routing Requirements (if lead form is present on a listing)

- ☐ Copy of the lead is sent via email to the listing agent or broker
- ☐ Recipient = Listing Agent or Broker email address provided in the feed
- ☐ ListHub is copied on the email to the listing agent; listing.leads@listhub.com
- ☐ The following must be included in the email to the recipient:
 - ☐ Lead info captured from the form (ie - name, email, phone)
 - ☐ Listing Address
 - ☐ Attribution, such as "Lead sourced via ListHub Partner Network"

Reporting Requirements

- ☐ Metrics (select the method which applies)
 - ☐ API JavaScript - <http://app.listhub.com/tracking-docs/v3/listing-metrics-js.html>
 - ☐ Query String API - <http://app.listhub.com/tracking-docs/v3/query-string-params.html>
 - ☐ Minimum required events tracked:
 - ☐ SEARCH_DISPLAY ☐ DETAIL_PAGE_VIEWED ☐ AGENT_EMAIL_SENT and/or OFFICE_EMAIL_SENT (if applicable)

Property Types Displayed (check all that apply for your purposes)

Core Types:

- | | | |
|--------------------------------------|-------------------------------------|-------------------------------|
| ☐ Residential | ☐ Commercial | ☐ Land |
|--------------------------------------|-------------------------------------|-------------------------------|

Sub Types:

- | | | |
|---|--|--|
| ☐ Residential Rent/Lease | ☐ Auctions | ☐ Foreclosures |
| ☐ Multi-Family | ☐ Commercial Rent/Lease | ☐ Commercial Land |
| ☐ International | ☐ Farm and Ranch | ☐ Industrial |
| ☐ New Construction | ☐ Timeshares | ☐ Mobile Home |

