GUIDE TO XML FEEDS

Equinox Portal

What is an XML feed?

- An XML feed takes your apartment listing information and structures it so it can be used automatically by partners such as brokers and listing sites like StreetEasy.
- Updates are made in your property management system or on the web, and then are syndicated to all your preferred partners.

<properties> <property> <location> <unit_number></unit_number> <street_address></street_address> <city_name></city_name> <zipcode></zipcode> <county></county> <state_code></state_code> <street_intersection></street_intersect</pre> <parcel-id></parcel-id> <building_name></building_name> <subdivision></subdivision> <neighborhood-name></neighborhood-name> <neighborhood-description></neighborhoo <elevation></elevation> <longitude></longitude> <latitude></latitude> <geocode_type>(exact | offset | approxii <display-address>(yes no)</display-addr <directions></directions> </location> <details> <listing-title></listing-title> <price></price> <year-built></year-built> <num-bedrooms></num-bedrooms> <num-full-bathrooms></num-full-bathroom

What is the shortest path to getting a feed?

- Our product, Equinox
 Portal, can turn your data into a feed automatically.
- You can enter or upload a spreadsheet of your listings on whatever schedule you would like.
- You can enhance your feed with photos, floorplans, and property descriptions, where available.

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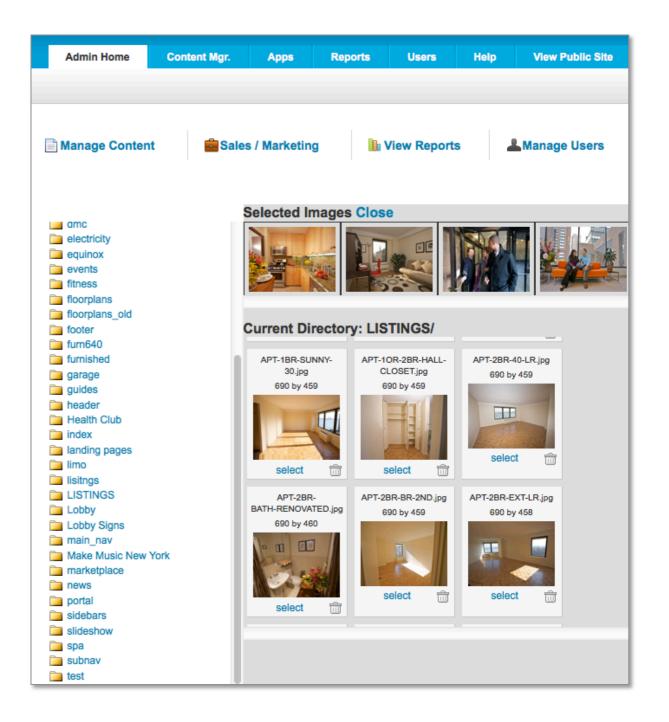
What do I need to get started?

- a spreadsheet or list of apartments
- address and contact phone and emails
- size, price, description,
 building and
 apartment amenities
- pictures and floorplans if available

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6,326.88	306	LX	8/1/2012	1,054.48	1,095.00		3.50	KITCHEN, BATH
3,608.31	602	BL	11/3/2012	1,202.77	1,095.00		3.50	KITCHEN, BATH
2,411.10	107	CC	11/2/2012	803.70	850.00		2.00	KITCHEN, BATH
1,292.28	S11	EV	12/14/2012	646.14	1,025.00	Ρ	3.00	KITCHEN, BATH
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628.44	307	EV	1/17/2013	628.44	900.00	S	2.00	KITCHEN, BATH
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Staten Island	Total	s						
		7.93%	Vacancy Loss To Date	Old Monthly	New Monthly	Change in Monthly		

What is the process of using Equinox?

- We set up your buildings
- We add images/plans
- We help you standardize your data
- You choose the targets of your feeds
- You upload or enter it on the web
- Thats it! (Check reports to confirm your data was received.)



Who can I feed to?

- Urban Compass
- Rent.com
- RDNY.com
- Naked Apartments
- Street Easy
- NYTimes
- NYBits
- Move.com
- MyNewPlace.com
- Apartments.com
- Real Plus
- Trulia
- And, any other of your selected partners!

n*kedapartments **The New York Times** Rent.com NYBits **Ytrulia** HALSTEAD Ш 丽 PROPERTY **MyNewPlace** STREETEASY

Time and cost?

- A typical feed-only
 Equinox project can be
 done in one week
- \$1999 set up for up to4 standard feeds
- Add'l feeds \$250 \$500 one time set up
- \$199/month support
 (does not change with
 number of feeds)

28 Monday	29 Tuesday	30 Wednesday	31 Thursday	1 Friday	
9 AM					
Deploy Server					
	10 AM				
	Image, Folder,				
	Building Load				
		11 AM Enter Listings			
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				PUBLISH	

What else can I do with Equinox?

- Broker Blasts
- Web Publishing
- Social Media
- Mobile Devices
- Tenant Portal
- Agent Portal
- Manage Leads
- Deal Reports
- Track Advertising

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