

What is Listing Syndication?

Syndication usually refers to any type of feed that pushes data from the source to other portals. Listing syndication takes your listing data and publishes them to multiple other listing websites. Listing syndication has become one of the most sought-after marketing methods for listing data by real estate professionals in recent years and rightfully so, as we all understand the importance of taking your listings and having them found everywhere. Syndication makes this easy as in many cases, website providers take your listing data and syndicate to a select group of listing websites automatically.

Listing syndication is a vital marketing tool that is available to real estate professionals and should not be underestimated.

How does it work?

An automated listing syndication provider will take your listing data as entered and ensure that it is sent out in regular feeds to the set list of 'partners' that they have established agreements with. In the past, listing feed partners all used different formats for entering the data in their system so sometimes setting up a functional listing syndication feed was a challenge to ensure that the data would carry over correctly. Recently, continued work on RETS - the Real Estate Transaction Standard, has ensured continued growth towards a unified system that uses the same data fields. The hope is that if everyone uses RETS that more syndication can occur, easier, and more successfully. Having a listing syndication provider who is working to be RETS compliant is going to be successful now and into the future.

All you need to do is enter your listing once at your website provider. Automatically, your listing data is converted into the required multiple formats to be sent to the various listing feed partners. Some of the major listing feed partners include Google Base, Yahoo! Classifieds, Oodle, Trulia, PropSmart, LiveDeal, Zillow, and many more. The more feed partners your syndication provider offers, the more exposure your listings are going to receive automatically.

Why Syndicate?

As a real estate professional, you already know that getting your listings on the web in as many places as possible is important. You have a couple different options. You can take the listing data you have already entered into your website and enter them again, manually, on the various listing websites. Consider the time involved in re-entering your listing data and re-formatting for various types of platforms.

Listing syndication is the perfect solution for any busy real estate professional. It just makes sense to enter your listings once and let the system do all the work for you, with little to no effort required by you. All you need to do is select what syndication partner you want to advertise on and the rest is done for you. Syndication means the best exposure for you and your listings by getting them out there. Consumers are searching for listings. Having yours in front of as many eyes as possible, in as many venues as possible, is clearly a wise business decision.

What next?

Having your listings syndicated is just the start. A key factor of a great syndication provider is one that takes the listing data, sends it out, keeps track of how they are doing, and report that information right back to you. Why are reports on how your listings are doing at the syndication

partners important? Knowing which partners are doing well, where you could use additional exposure, and being able to gauge the traffic each listing is getting helps you to ensure that your listings are being marketed in the best way for you. Quality syndication reports will show you the number of detailed views or referral clicks each listing has. This allows you to see exactly how well your listings are performing.

A syndication provider that includes all of this automatically and continues to grow the list of partners will be ready for the long haul. Make sure that your syndication needs are handled by experts who are working to be RETS compliant, gives control over who you choose to syndicate to, and provides detailed statistics and reports for you to evaluate. Point2 Agent provides seamless syndication to over 35 partners and continues to add new and exciting partners all the time.

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