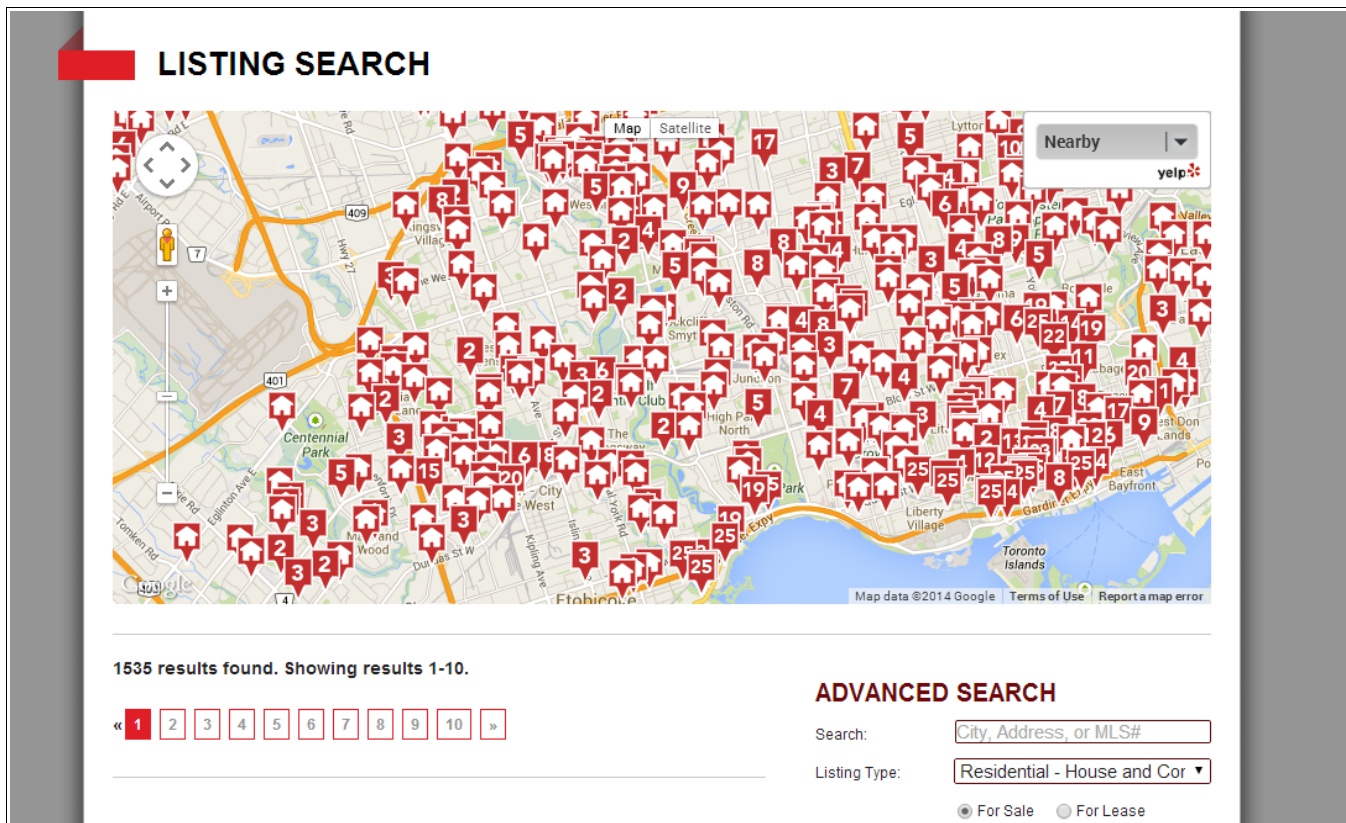


# CREATING A CREA DDF FEED FOR YOUR JUMPTOOLS WEBSITE



**Keep your leads on your website longer by posting more listings from the MLS.**

**Your own listings will have exposure from potentially thousands of other real estate websites that use a CREA DDF feed.**

## What is DDF?

Crea created the Data Distribution Facility (DDFTM) to enable CREA's members to easily disseminate MLS® listing content to multiple websites, and to ensure that MLS® listing content that is displayed on these websites is accurate, up to date, and uses CREA's trademarks correctly.

Members can register to receive a data feed for their National Shared Pool and Member Websites. After registering for a data feed, members will need to prepare their sites to receive the data.

If your broker is participating in the DDF then you will be able to create a “**Member Website Data Feed**” to allow us to automatically download your personal listings or all of your company listings for display on your website.

Your listing contents will be refreshed every day so your listing data never gets stale.

Depending on how your Brokerage DDF account has been set up, you may also be able to create a “**National Shared Pool**” Feed. This type of feed allows us to show not only your company's listings on your website, but the listing of all other brokerages in your province (or Board) who have chosen to participate in the DDF National Shared Pool.

Source: <http://www.crea.ca/content/resources>

1. Log in to Realtorlink by visiting [www.realtorlink.ca](http://www.realtorlink.ca).
2. Go to the DDF web application at <http://tools.realtorlink.ca/Distribution> and click on the Data Feed icon to get to the Data Feeds page.

The screenshot shows the REALTOR Link Data Distribution Facility (DDF) interface. At the top left is the CREA logo (The Canadian Real Estate Association). At the top right is the REALTOR Link logo and a navigation menu with links for Home, DDF™, Listing Statistics, My Listings, WEBForms®, and MMS. Below the navigation is the title "Data Distribution Facility" and two icons: "Overview" (a house icon) and "Data Feed" (a computer monitor icon, which is circled in red). The main content area is divided into four columns:

- National Shared Pool:** (NSP) - Brokerage Owners contribute their Listing Content to a shared national data pool and, if they decide, they receive a feed from that pool to display all participants' listings on their websites. Salespeople that have the permission of their Brokerage may also choose to receive a feed of Listing Content from the National Shared Pool. Brokerages and Salespeople operating a National Shared Pool Website will be able to filter the Listing Content they receive based on objective criteria. Links: How To...?, View All Data Feeds ►, Manage My Data Feeds ►.
- National Franchisor Pool:** (NFP) - Brokerage Owners that have opted-in to the National Shared Pool can also contribute their Listing Content to a national Franchisor data pool from which Franchisors receive a feed of Listing Content to display all participants' listings on their websites. Links: How To...?, View All Data Feeds ►, Manage My Data Feeds ►.
- Member Website Feeds:** (MW) - Brokerage Owners and Salespeople receive a data feed of their own Listing Content to be used to populate their own websites. Links: How To...?, Manage My Data Feeds ►.
- Third Party Destinations:** Brokerage Owners, and Salespeople that have their Brokerage's permission, decide to distribute their Listing Content to third party destinations. Link: Getting Started ►, Notifications/Manage Destinations ►.

3. On the Data Feeds Page, click on the “**Add a Data Feed**” button to get to the DDF Data Feed Wizard.

The screenshot displays the 'Data Distribution Facility' interface. At the top, there are logos for CREA (The Canadian Real Estate Association) and REALTORLink. Navigation links include Home, DDF, Listing Statistics, My Listings, WEBForms, and MMS. The main heading is 'Data Distribution Facility' with sub-links for Overview and Data Feed. The breadcrumb trail is 'Home > DDF > Data Feeds'. The page title is 'Data Feeds'. Under the heading 'Add a Data Feed', there is an information icon and a note: 'Your website must be specifically configured to pull data from the CREA database. For more information see our REALTOR website Instructions (PDF)'. Below this is another note: 'Note: Your total number of active National Shared Pool and Member Website Feeds data feeds cannot exceed five.' A green button labeled 'Add a Data Feed' is circled in red. Below the button is the section 'Edit your data feeds' with a 'Display' section containing radio buttons for 'Active' (selected), 'All: Active(A), Inactive(I), Suspended(S)', and an 'Apply' button.

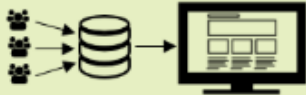
**4. [Step 1]** CREA Members can now follow a guided set of steps that help them create a data feed.

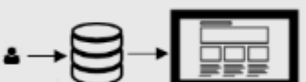
Choose “Member Website Feed” to create a feed of your personal listings or all your company listings for display on your website.

Choose “National Shared Pool” to access listings from all participating brokerages in your province or Board.

**5. [Step 2]** To designate Jumptools as the Technology provider for your feed select “*I will not be engaging a 3<sup>rd</sup> Party Technology Provider to operate my Data Feed.*”

**Step 1 - Choose the type of Data Feed you would like to create**

 Selecting the **National Shared Pool** as a Data Feed Type gives you access to thousands of listings that have been contributed by Brokerage Owners across the country. The National Shared Pool is continually growing as more Brokerage Owners contribute their listings. As a Brokerage Owner, by contributing your Listing Content to a National Shared Pool, you have the option to create and pull a feed from that pool to display all participants' listings on your website. Salespeople that have the permission of their Brokerage Owner may also choose to pull a feed of Listing Content from the National Shared Pool. Brokerage Owners and Salespeople operating a National Shared Pool Website will be able to filter the Listing Content they receive based on objective criteria.

 Selecting the **Member Website Feed - My Listings** as a Data Feed Type gives you access to all the Listing Content that belongs to you. Brokerage Owners and Salespeople, with their Brokerage Owner permission, can pull a data feed of their Listing Content which can be used to populate their own website

**Step 2 - Identify who will operate your Data Feed**

**i** The listing data provided by DDF® require processing before it can be used to display listings in a meaningful way on a website. Typically, a Technology Provider is engaged to perform this work through a contractual agreement between you and the Technology Provider.

- I will be engaging a 3rd Party Technology Provider to operate my Data Feed
- I will not be engaging a 3rd Party Technology Provider to operate my Data Feed.

**6. [Step 3]** Under the “Technical Contact” section, you need to specify Jumptools' contact information so that we receive notifications with your DDF credentials (username and password) that we need in order to create your listing feed.

Complete Step 3 as follows:

**Name:** Jumptools Inc.

**Email:** [support@jumptools.com](mailto:support@jumptools.com)

**Phone:** (416) 645-0636

**extension:** \* leave blank \*

Step 3 - Please provide the Technical Contact Information for your Data Feed	
<b>i</b> Note: This information will be used to communicate technical changes and updates concerning your data feed.	
Name*:	<input type="text" value="JUMPTOOLS INC"/>
Email*:	<input type="text" value="SUPPORT@JUMPTOOLS.COM"/>
Phone*:	<input type="text" value="(416) 645-0636"/> Extension: <input type="text"/>
Step 4 - Please provide the URL for your website.	
<b>i</b> Please provide the URL for the website that will be displaying the listing content pulled from the data feed.	
Website URL*:	<input type="text" value="YOURWEBSITE.COM"/>
Destination Owner:	<input type="text" value="YOUR NAME"/>

**[Step 4]** Provide your website address and the CREA Member name.

## 7. [Step 5] Indicate if you would like to filter your Data Feed.

**Step 5** - Please indicate if you would like to filter your Data Feed

**Note:** By default, all data feeds contain all available listing content. If you don't want all available listing content as part of your data feed, filters can be used to customize a feed for a specific kind of website. For example, Agricultural Real Estate websites or Real Estate Websites for Condos only.

I want the Data Feed to PROVIDE ALL available listings

I want to use filters to limit the listings provided by the Data Feed

Click to review your Data Feed before Saving It.

You can choose to create a data feed to provide all listings available to you you can choose to use the filters in **Step 5a** to customize the listing content in your Data Feed.

If you select the first option to provide all the listings that are available to you, you can further filter the listings through your Jumptools website builder.

**8.** Click on Review Data Feed button which presents a summary and confirmation button to create the Data Feed

**9.** After you confirm the Data Feed creation, the CREA system sends an email notifying Jumptools with the credentials.

**10.** Allow up to 48 hours for listings to post onto your website.

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**Need additional help? Contact our support team:**

**tel: 1.866.315.0142**

**email: [support@jumptools.com](mailto:support@jumptools.com)**