



# Creating a RETS Powered Broker Website

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Presentation Online at  
<http://www.crt.realtors.org/cms/files/RETS-Broker-Website.pdf>

Demo Site:  
<http://demo.r3altor.org/>

# Presenters

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# What is RETS

RETS is a standardized method for transferring real estate data between various software systems

# MLS Listing Data on the Internet

The display of listing data on the internet is commonly referred to as IDX (Internet Data Exchange), or more recently ILD (Internet Listing Display).

Brokers that participate in IDX/ILD will have their listings made available to other participating brokers for use in public websites.

# Benefits of RETS over FTP



- Standardized
  - More tools available to users and developers. Compliant client software should work with any compliant server software.
- On Demand
  - Update schedule determined by the RETS client, not the server. Data can be updated on demand.
- Secure
  - The MLS has more control over who has access and what they have access to.
- The Future
  - Many MLS organizations are phasing out other methods for data delivery completely, in favor of RETS.

# Before Getting Started



- Decide on a Development Approach
  - Outside Developer
  - In House Developer
- Contact your MLS for RETS access
  - Usually the MLS will need some paperwork signed before you'll get a RETS account.

# Primary RETS Transactions

- Logon
- GetMetadata
- Search
- GetObject
- Logout



# Logon

Authenticates the client (you) and, if successful, provides the location where the remaining transactions can be accessed.



# GetMetadata

Provides field definition information. This is the blueprint to using the Search Transaction. Tells you what fields are available, what type of data is stored in them, lengths of fields, and if they are searchable.

# Search

This is where the actual request is sent to the server and matching results are returned

# GetObject

After you've gotten the data with the Search transaction, you use the GetObject transaction to get images.

# Logout

Informs the server that you are finished with the session.

# Pick Your Tools



# Our Choices

- MySQL
- PHP
- VieleRETS
  - <http://www.crt.realtors.org/projects/rets/viele/>
- Open-Realty
  - <http://www.open-realty.org/>

# Hosted Site

- [rimuhosting.com](http://rimuhosting.com)
- 128 MB
- MySQL
- Apache
- PHP
- ~ \$20/month

A desert landscape at sunset or sunrise. The sky is a gradient of orange and yellow near the horizon, transitioning to a dark blue and purple at the top. A crescent moon is visible in the upper right corner. The foreground is a dark silhouette of a desert ridge with various cacti, including saguaros and cholla.

# Putting It All Together

# VieleRETS Setup

**VieleRETS**  
Persistent Downloader

RETS Connection	
RETS_SERVER_ACCOUNT	rets.fgo_pub1332
RETS_SERVER_PASSWORD	
RETS_SERVER_URL	http://rets.flexmls.com:6103/dev_151r5/Login
RETS_CLIENT_PASSWORD	NULL
RETS_DEFAULT_PORT	6103
APPLICATION	VieleRETS
VERSION	1.1.6
KEEP_ALIVE_SERVER	<input type="checkbox"/>
ENCODE_REQUESTS	<input checked="" type="checkbox"/>
POST_REQUESTS	<input checked="" type="checkbox"/>
STANDARD_SERVER_RESPONSE	<input type="checkbox"/>
SERVER_TIME_DIFFERENCE	0

Apply | Quit | Reset

Connection information for Source [Fargo\_Moorhead\_Area\_AOR]

# Data Mapping

Open-Realty V2.4.3

RETS Server

* city	City (LIST39)	▼
mls_num	Listing ID (LIST105)	▼
garage	Garage Type (LIST71)	▼
year_built	Year Built (LIST53)	▼
sq_feet	Total SqFt. (LIST48)	▼
beds	Total Bedrooms (LIST66)	▼
neighborhood	** Not Used **	▼
price	List Price (LIST22)	▼
* zip	Postal Code (LIST43)	▼
StreetDirPrefix	Street Direction Sfx (LIST36)	▼
TotalRooms	** Not Used **	▼
ListingStatus	Status (LIST15)	▼
LIST1	Internal Listing ID (LIST1)	▼
agent_id	Agent ID (LIST5)	▼
state	State/Province (LIST40)	▼
type	** Not Used **	▼
street_num	Address # (LIST31)	▼
StreetName	Street Name (LIST34)	▼
county	** Not Used **	▼

\* Denotes Required Fields

Apply Quit Reset

Editing extract [Default]

# Open-Realty Field Control

OPEN-REALETY

Version 2.4.3

HOME | ADMIN | LOGOUT

## Listing Template Editor

Field: Price(price) Edit Add Field Set Field Order Search Setup Search Results

### General Options

Field Name: price

Field Type: Price

Required: no

Field Caption: Price

Field Elements:  
(Choices separated with double bars)

Default Text:

Show Field To: All Visitors

Available in the following property classes: ResidentialProperty

### Listing Page Options

Location On Listing Page: top\_left

Field Order on Listing Page: 9

### Search Page Options

Allow Searching:

Field Order on Search Page: 0

Search Label: Price

Search Type: Two pull downs for min/max ++

++ Step by: 5000

++ Used for range selections only

### Search Result Options

Display On Search Result Page: yes

Field Order on Search Result Page: 5

Update Delete

The image shows a desert landscape during the "golden hour" of sunset or sunrise. The sky is a gradient of orange and yellow, transitioning into a dark blue and purple at the top. A crescent moon is visible in the upper right corner. The foreground is dominated by the dark silhouettes of various cacti, including tall saguaros and smaller cholla. The overall mood is serene and quiet.

# The Final Site

# Where to go for assistance



- Open-Realty:

- <http://support.open-realty.org>

- VieleRETS Support:

- <http://www.crt.realtors.org/projects/rets/viele/support.html>

# What Now?

- Design - Get a professional clean look.
- SEO - Natural Search Engine Optimazation
- Marketing - Get people using the site.



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