

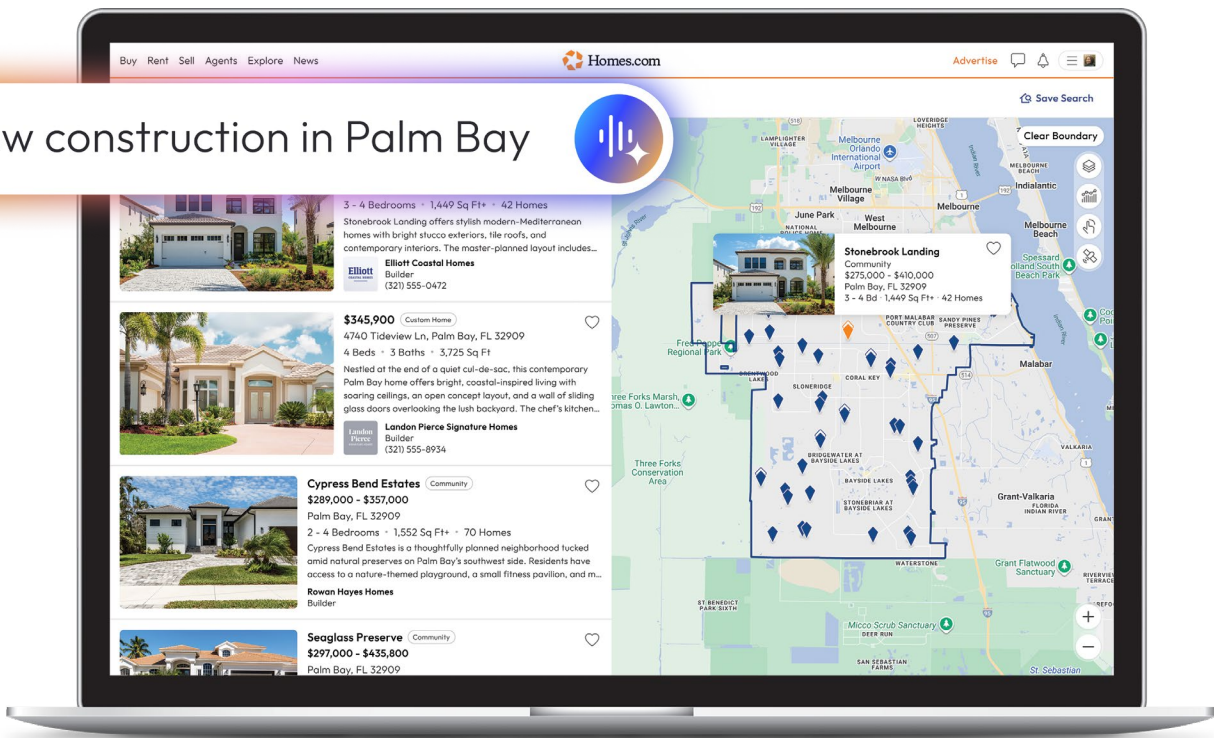
MARCH 2026

# A Builder's Guide to Leveraging the Homes.com XML Schema & Homes Ai



Introduction

# Introducing the Homes.com XML Schema, engineered for Ai efficiency



## Showcase every community.

Homes.com gives every community the visibility it deserves. We display all inventory — active and coming soon — so nothing is left out. Unlike other

portals that limit what you can showcase, our free listings allow you to present your full portfolio without compromise, maximizing exposure and buyer engagement.

## Win in an Ai-driven search experience.

Homes Ai is the industry's first intelligent home search advisor. It guides shoppers through their journey with a more intuitive, personalized experience. As Ai plays a bigger role in how buyers discover and evaluate homes, listing completeness directly impacts your visibility, relevance, and engagement.

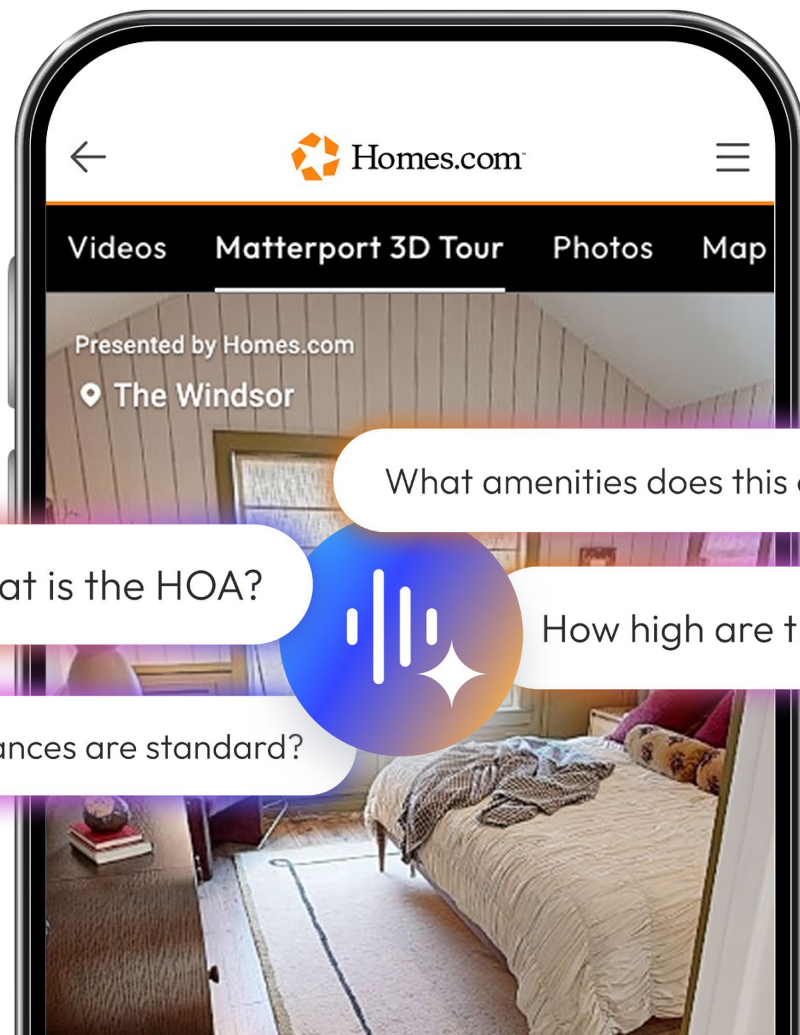
## Optimize for performance.

To stand out in this new Ai-first discovery environment, your listings must be complete, accurate, media-rich, and regularly updated. This

guide outlines how to optimize your community, floor plan, and move-in-ready listings to attract high-intent buyers.

## Built for the future of home search.

The Homes.com XML Schema is designed to match the level of detail buyers expect from builder websites while powering conversational, Ai-driven search. Homes.com can also support more frequent updates so the information changes as quickly as your inventory. It's built not just for today's listings—but for the future of home discovery.

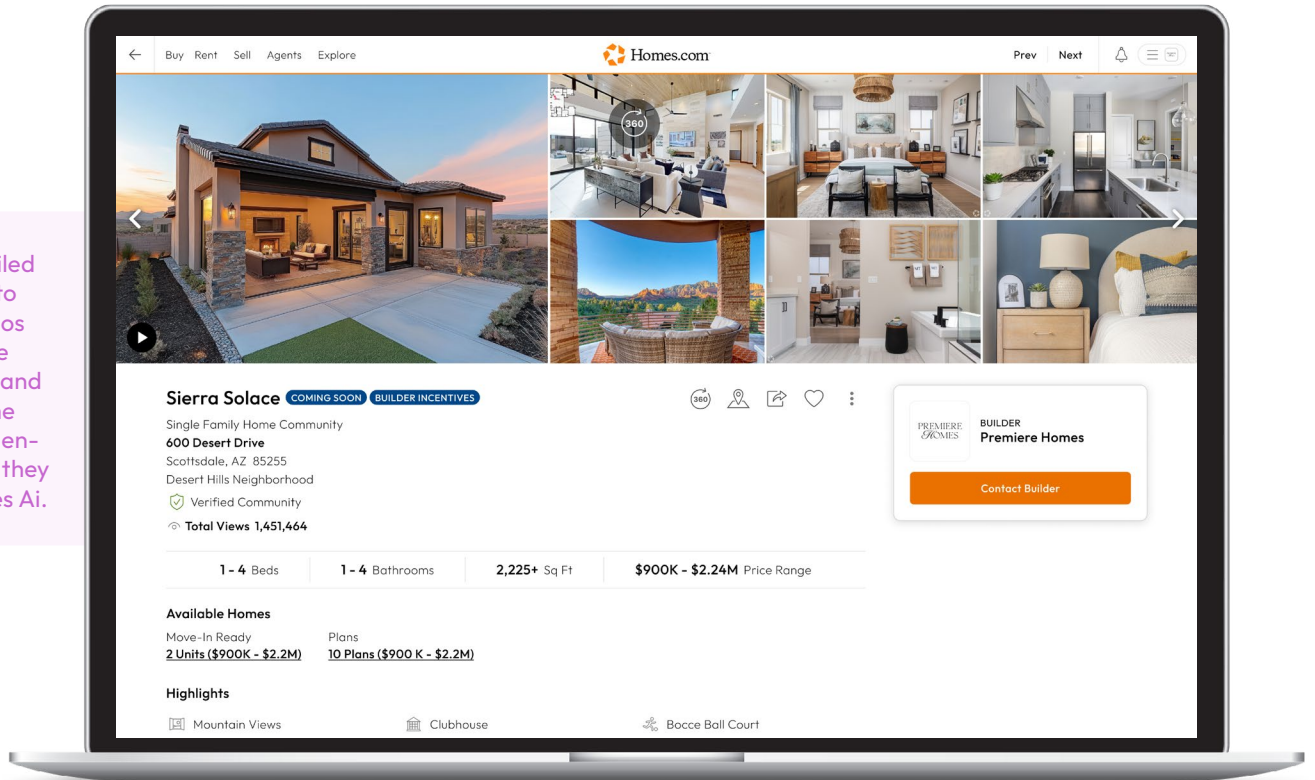




# Rich media, Real impact

Homes.com automatically enriches your media with data tags — no extra work on your end. The more spaces you showcase, the easier it is for home buyers to find exactly what they're looking for using the Homes Ai "Show Me" Feature.

Add detailed captions to your photos to capture attention and keep home shoppers engaged as they use Homes Ai.



## List of supported spaces:

- Kitchens
- Bedrooms
- Bathrooms
- Walk-In Closet
- Laundry Room
- Dining Room
- Living Room
- Backyard
- Pools
- Foyer
- Outdoor spaces (deck, porch, balcony)
- Basements

# Home shoppers love using Homes Ai inside Matterport 3D Tour



## MATTERPORT TIPS:

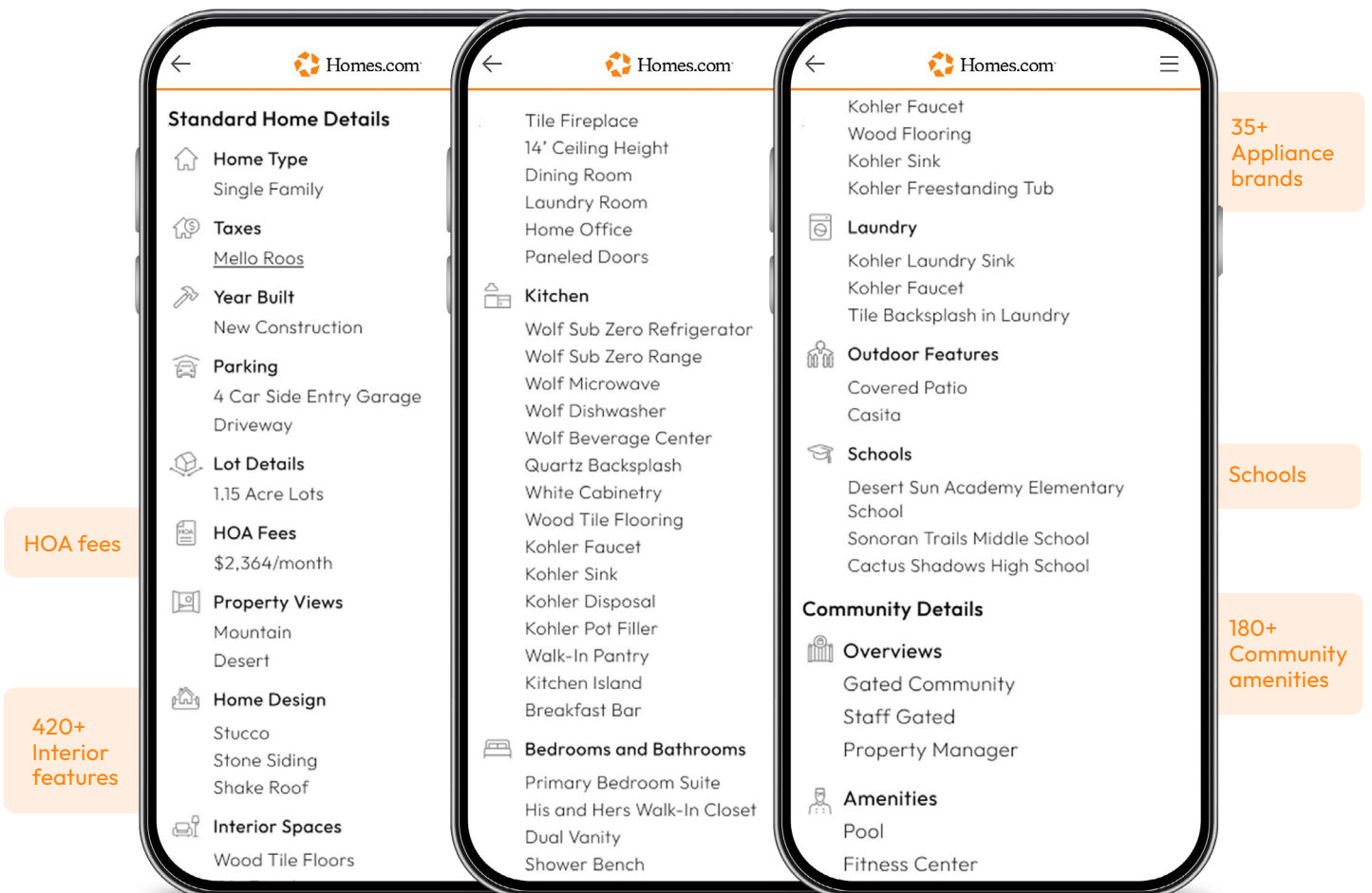
- Matterports for move-in ready homes should represent the specific address or unit rather than the plan.
- The Community Boost Media Package includes up to 50 high quality images, 3 Matterport 3D Tours and a community video optimized for retargeting ads.

# Details matter

## Differentiate your community by highlighting each feature and amenity

We've significantly enhanced our features and amenities fields beyond what's available in other portals – including the ability to call out specific appliance and fixture brands. These deeper data points don't just make listings more compelling, they power Homes Ai, delivering more accurate matches, better visibility in search and stronger buyer engagement.

The more you share, the smarter the platform works for you.



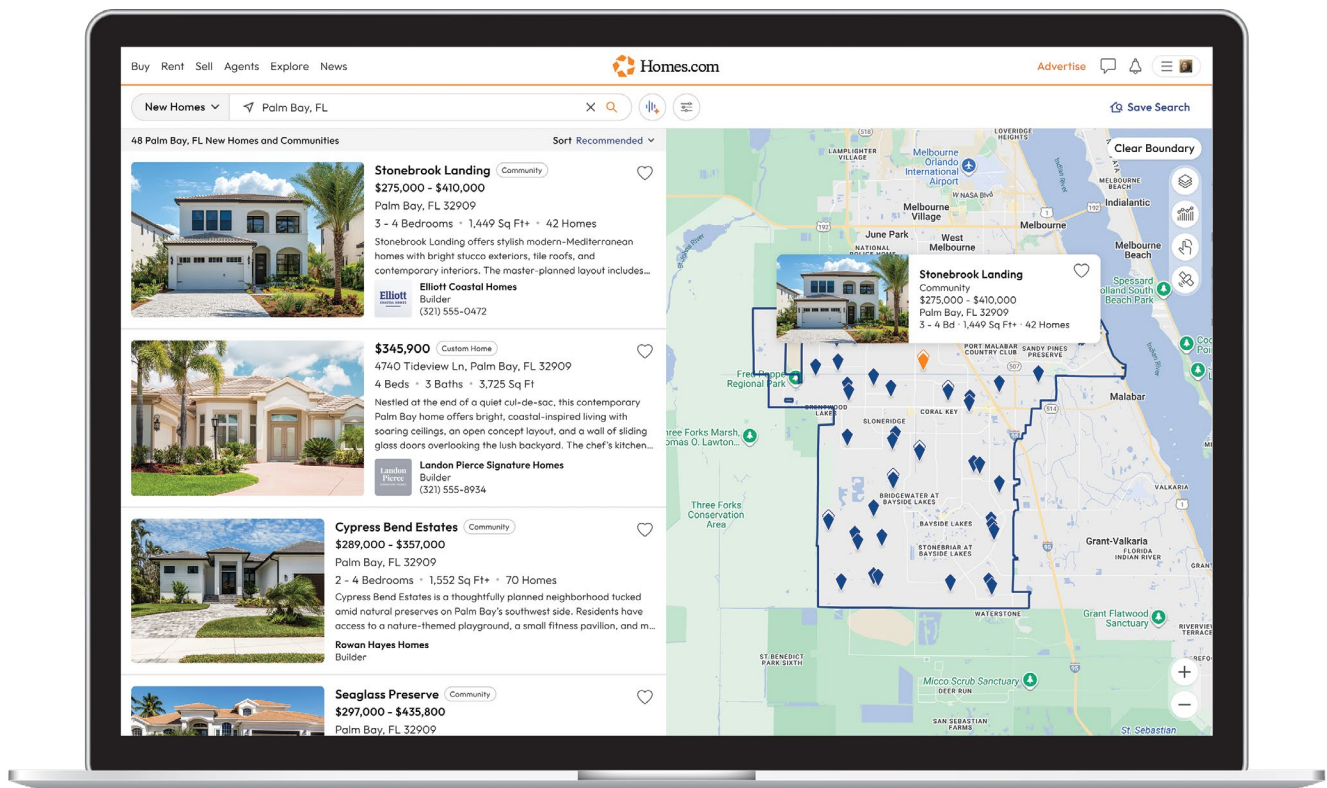
# Don't get cut off, tell the **full story**

Your communities deserve more than a truncated description. Our expanded character limits allow you to fully highlight floorplans, design features, incentives and lifestyle benefits. No more cutting down compelling details to fit restrictive portal limits.



**DATA TIP:**  
Stand out from the competition with more detailed descriptions, especially for your move-in ready homes.

**On Homes.com, you control the narrative—and buyers get the complete picture.**



# The Homes.com XML Schema highlights **financials** that matter to buyers

**Financial transparency is a competitive advantage.**

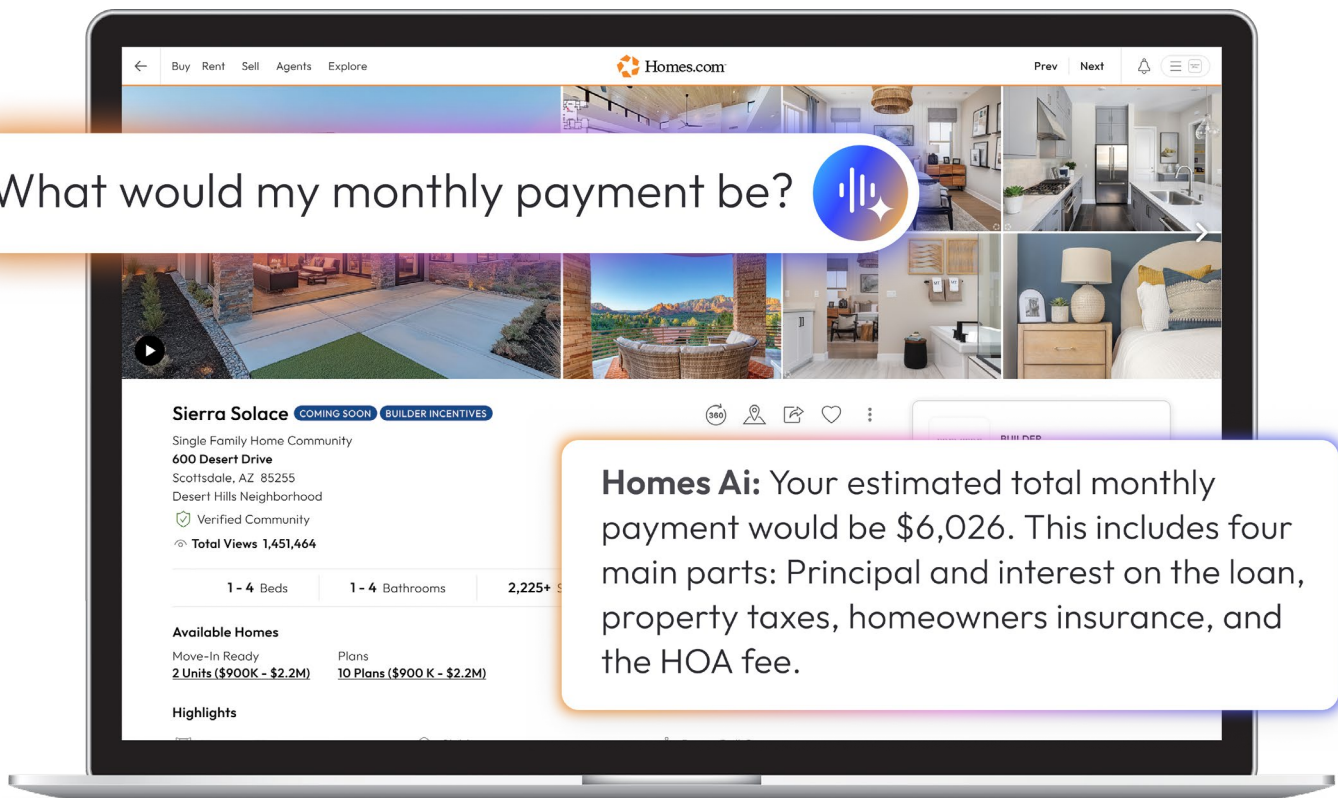
The Homes.com XML Schema places greater emphasis on total tax rates and special assessments (CDD, CFD, Mello-Roos, etc.), making it easier to spotlight communities without added fees —

a key differentiator in many markets. It also enables more precise monthly payment estimates, helping buyers understand affordability earlier in their journey and reducing friction in the sales process.

What would my monthly payment be?



**Homes Ai:** Your estimated total monthly payment would be \$6,026. This includes four main parts: Principal and interest on the loan, property taxes, homeowners insurance, and the HOA fee.



# Ready to get started?

Reach out to the New Homes Feed Team at [newconstructionfeed@homes.com](mailto:newconstructionfeed@homes.com).



Photo by CoStar Paul Winner