

REALTOR.ca Data Distribution Facility (DDF®)

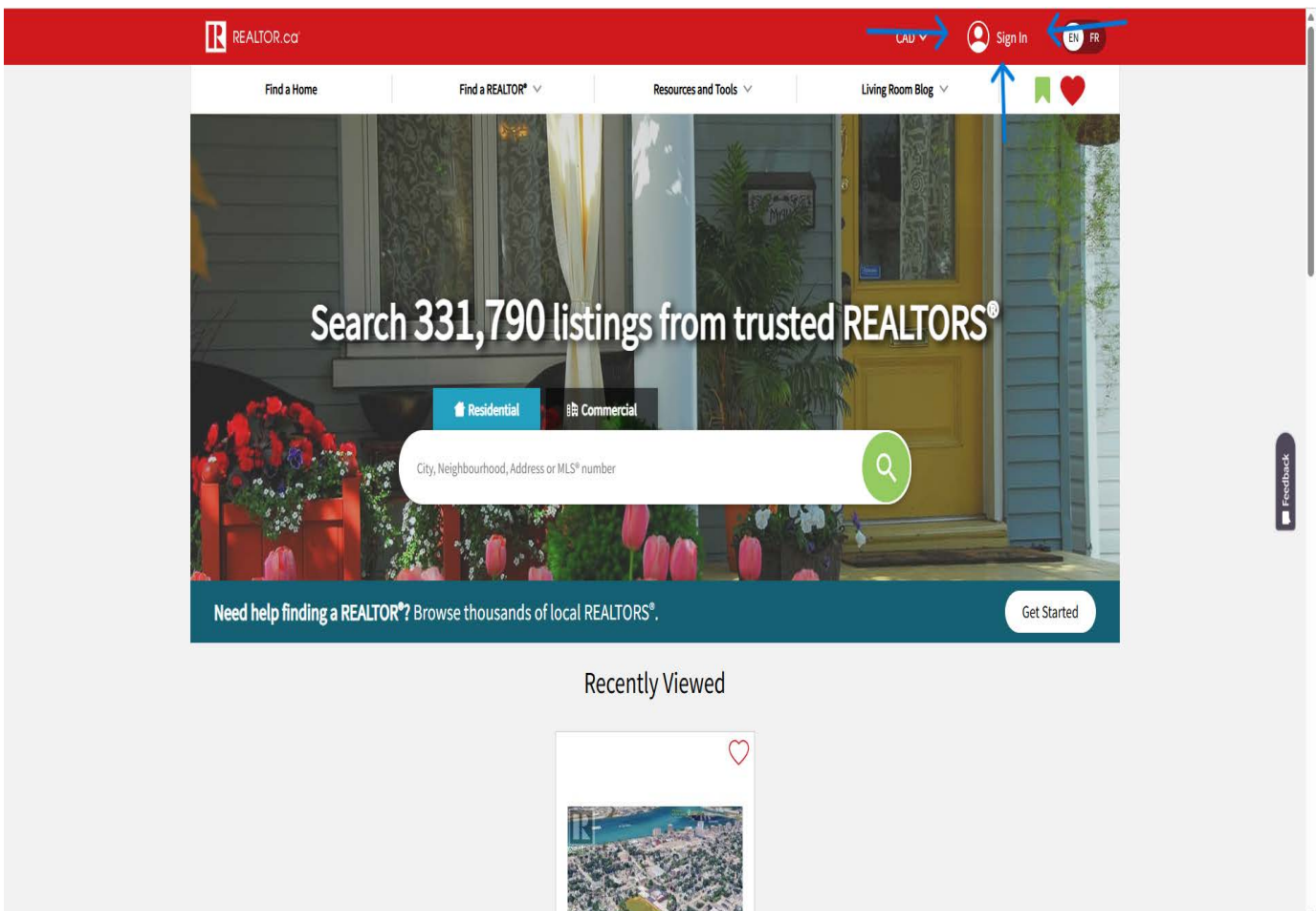
Setup

CLIENT ONBOARDING GUIDE — SELLING TOOLZ

Follow this detailed, step-by-step guide to properly configure your CREA Data Distribution Facility (DDF®) connection and seamlessly link your active listings to your Selling Toolz system dashboard.

Step 1: Access REALTOR.ca Portal

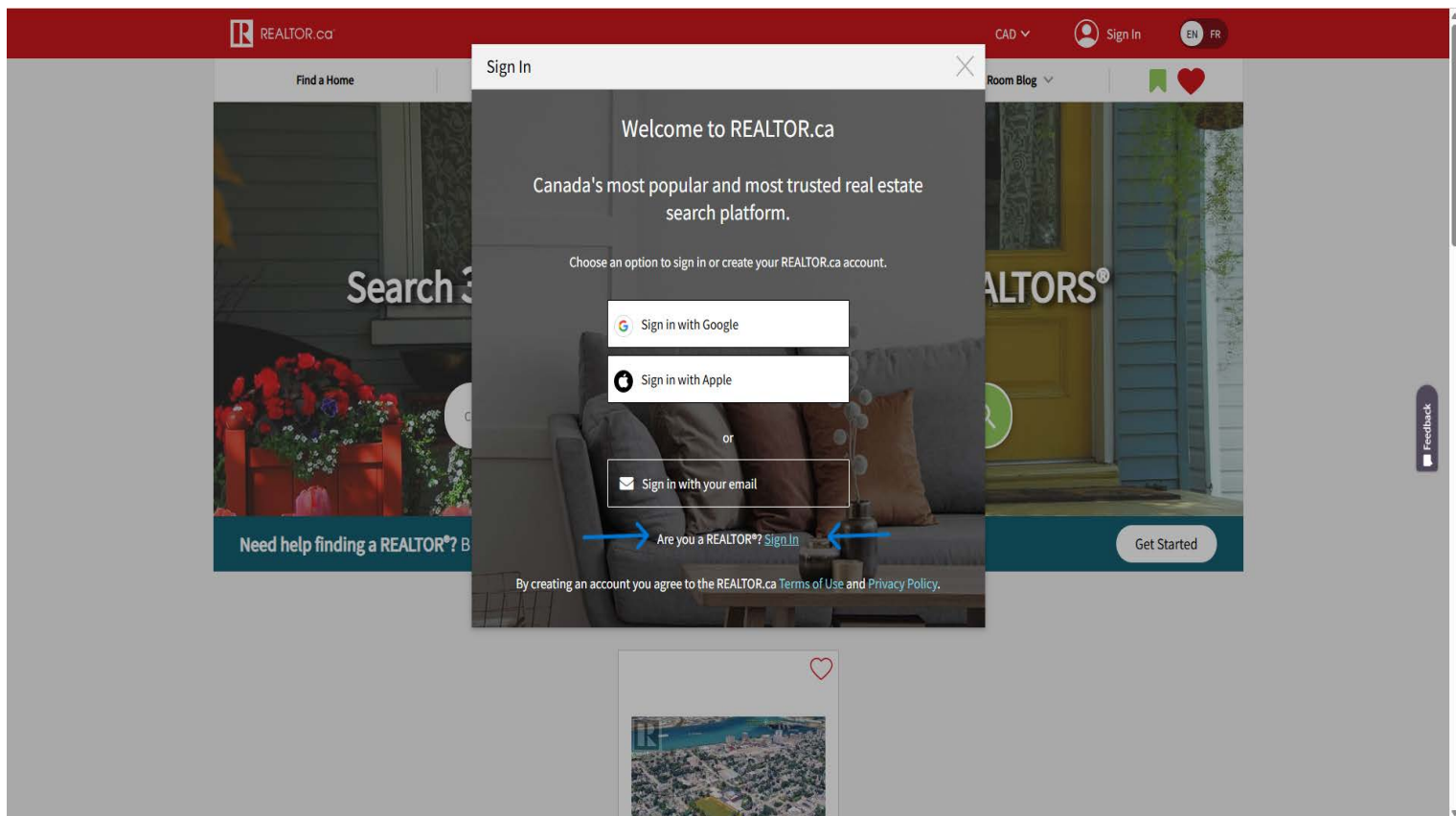
Navigate to [realtor.ca](https://www.realtor.ca) on your web browser and locate the **Sign In** link option in the top right-hand corner of the main header bar.



Step 2: Access the REALTOR® Dedicated Sign In

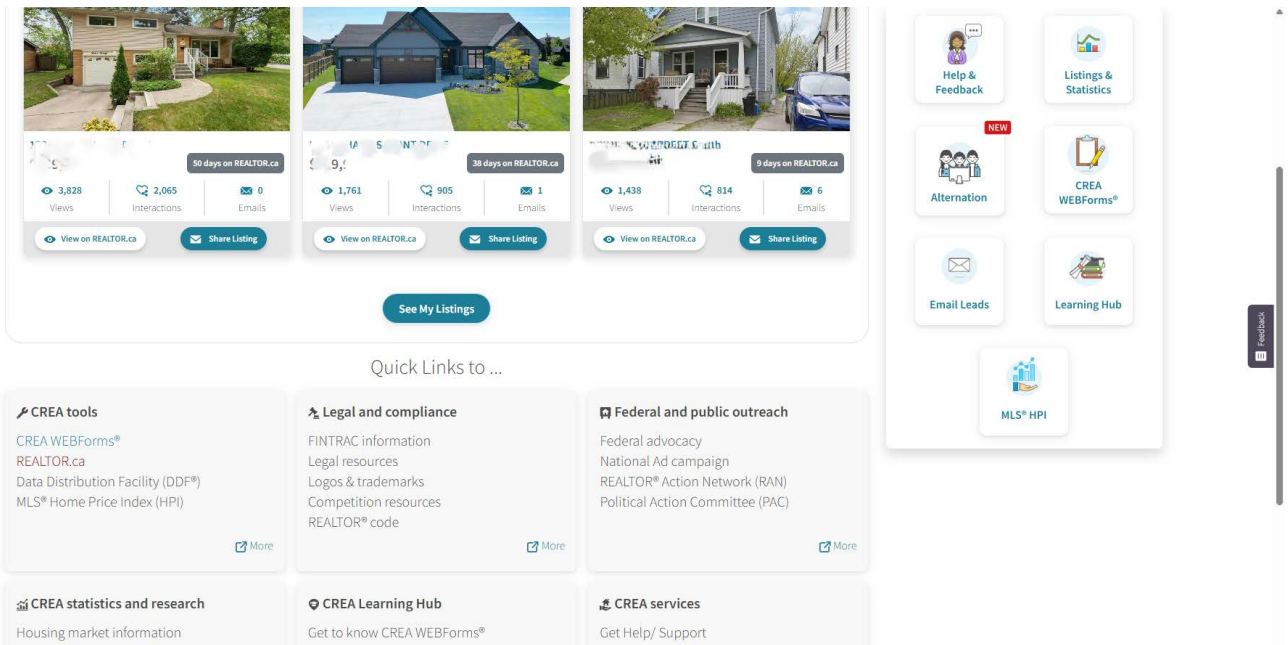
When the central modal pop-up window opens, bypass the third-party account options. Scroll down to the bottom prompt area and click on the explicit **Sign In** link right next to the text *"Are you a REALTOR@?"*.

Important Authentication Note: Do not choose the standard Google, Apple, or custom consumers' sign-in forms above; this setup requires explicit REALTOR® member credentials.



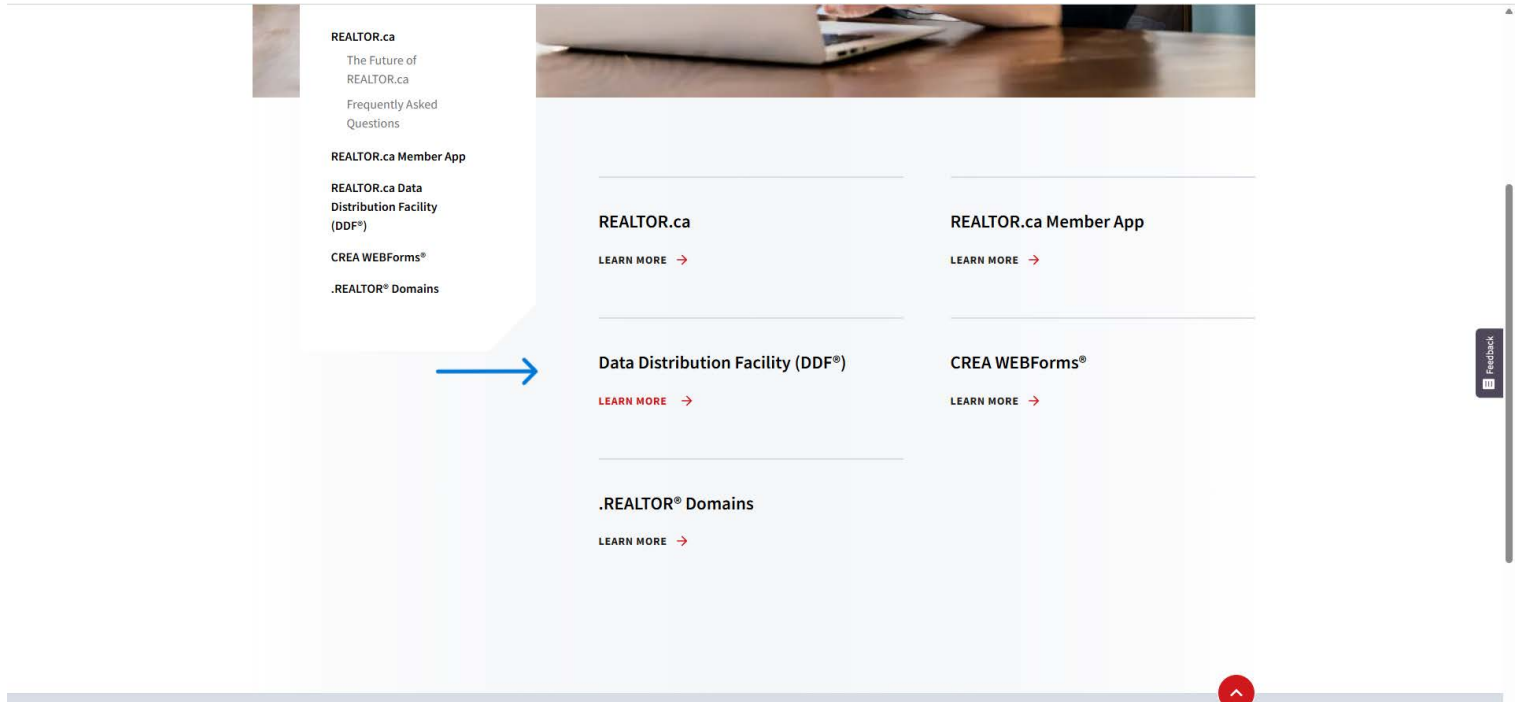
Step 3: Navigate to CREA Tools section

From your profile dashboard page overview layout, scroll downwards until you see the "Quick Links to..." hub row block. Find the block heading titled **CREA tools** and click it.



Step 4: Launch Data Distribution Facility (DDF®) Menu

Under the active tools listing menu workspace layout, find the dedicated item labeled **Data Distribution Facility (DDF®)** and select it to advance forward.



Step 5: Enter the Primary DDF Hub

On the informational splash page panel explaining features, look below the textual descriptions and click on the prominent red **ACCESS DDF®** button widget.

Member Portal | CREA WEBForms® | Listing Stats | CREA Learning Hub | CREA.ca

SEAN RYAN | EN | FR

CREA

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REALTOR.ca Data Distribution Facility (DDF®)

REALTOR.ca
The Future of REALTOR.ca
Frequently Asked Questions

REALTOR.ca Member App

REALTOR.ca Data Distribution Facility (DDF®)

CREA WEBForms®

.REALTOR® Domains

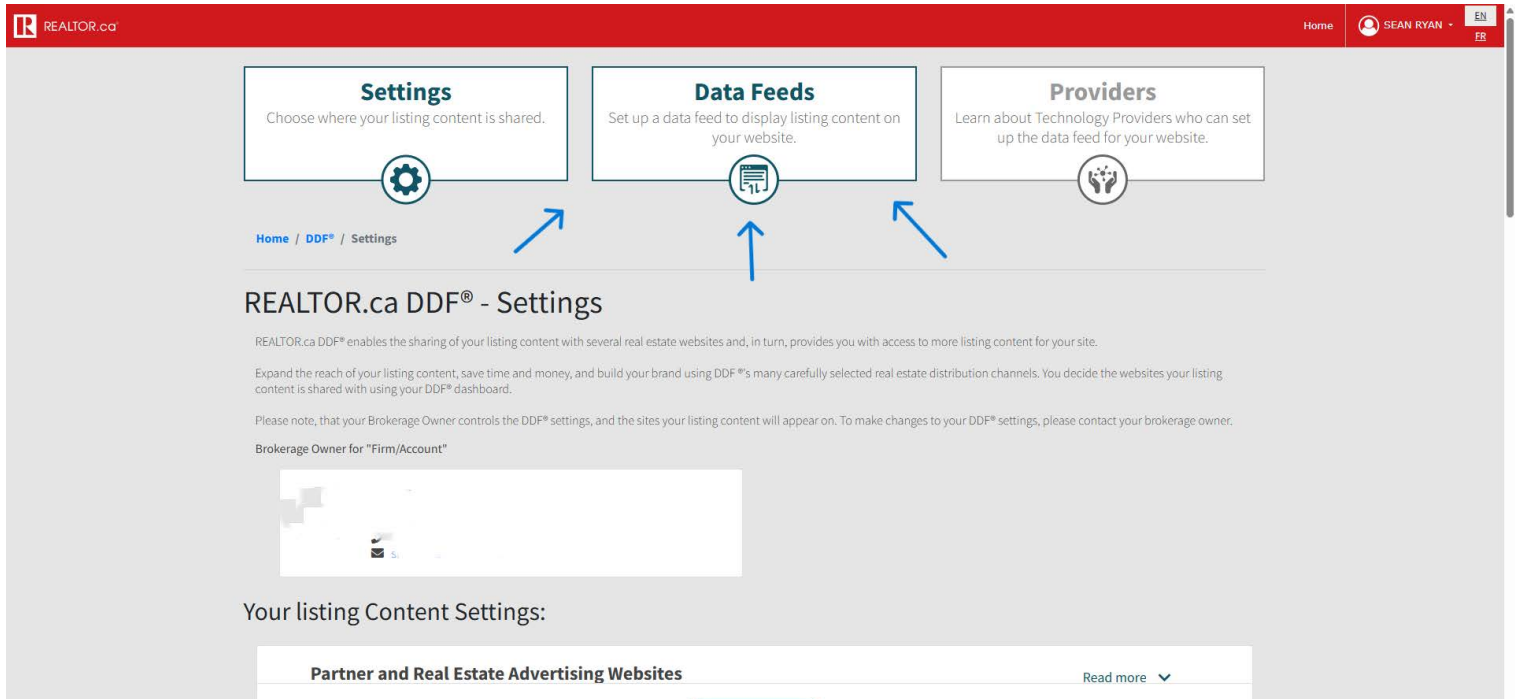
REALTOR.ca DDF®

With the DDF®, you are in control of where your listings are shared including your website, franchisor sites, real estate advertising websites and partner sites. Broker owners and salespersons can advertise listings locally, provincially, nationally, or internationally. Save time and gain peace of mind knowing your listing data is consistent, safe and secured. This service is included in your CREA membership at no additional cost.

[ACCESS DDF®](#) [DDF® SUPPORT](#)

Step 6: Open the Data Feeds Sub-Section

Inside the core dashboard platform, you will encounter three core workflow tabs. Select the center icon block option titled **Data Feeds**.



The screenshot shows the REALTOR.ca DDF® dashboard. At the top, there is a red navigation bar with the REALTOR.ca logo on the left and user information (Home, SEAN RYAN, EN, FR) on the right. Below the navigation bar, there are three main tabs: Settings, Data Feeds, and Providers. The Data Feeds tab is highlighted with a blue arrow. Below the tabs, the page title is "REALTOR.ca DDF® - Settings". The main content area contains a description of the DDF® service, a note about the Brokerage Owner's control, and a section titled "Your listing Content Settings:" with a sub-section "Partner and Real Estate Advertising Websites" and a "Read more" link.

Settings
Choose where your listing content is shared.

Data Feeds
Set up a data feed to display listing content on your website.

Providers
Learn about Technology Providers who can set up the data feed for your website.

Home / DDF® / Settings

REALTOR.ca DDF® - Settings

REALTOR.ca DDF® enables the sharing of your listing content with several real estate websites and, in turn, provides you with access to more listing content for your site.

Expand the reach of your listing content, save time and money, and build your brand using DDF®'s many carefully selected real estate distribution channels. You decide the websites your listing content is shared with using your DDF® dashboard.

Please note, that your Brokerage Owner controls the DDF® settings, and the sites your listing content will appear on. To make changes to your DDF® settings, please contact your brokerage owner.

Brokerage Owner for "Firm/Account"

Your listing Content Settings:

Partner and Real Estate Advertising Websites [Read more](#) ▾

Step 7: Initiate Creation Wizard

Look closely at the data management workspace table views header menu area. Locate and click on the blue action link button titled **+ Add a Data Feed**.

REALTOR.ca

Home Hi SEANI EN

Settings
Choose where your listing content is shared.

Data Feeds
Set up a data feed to display listing content on your website.

Providers
Learn about Technology Providers who can set up the data feed for your website.

REALTOR.ca tools

Home / DDF® / Data Feeds

Data Feeds

Add a Data Feed

+ Add a Data Feed

Your website must be specifically configured to pull data from the database. For more information see our [DDF® Help Guide](#).

Note: Your total number of active National Shared Pool and Member Website Feeds data feeds cannot exceed five.

[Click here to create a data feed for your National Shared Pool or Member Website Feed destination.](#)

Edit your data feeds

Display

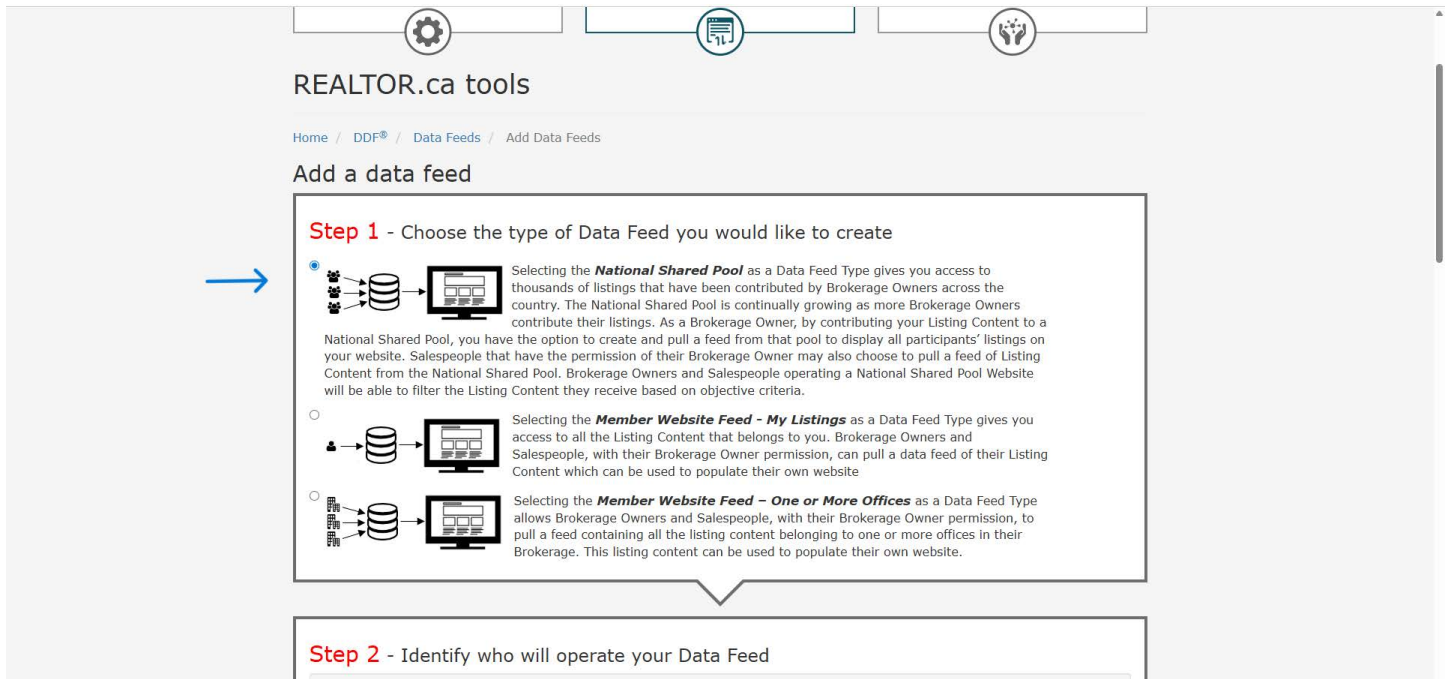
Active

All: Active(A), Inactive(I), Suspended(S)

Apply




Step 8: Set Feed Type Categories

Under the configuration heading listed as **Step 1 - Choose the type of Data Feed you would like to create**, mark the checkbox indicator for the first option: **National Shared Pool**.



The screenshot shows the 'REALTOR.ca tools' interface. At the top, there are three navigation icons: a gear, a document, and a group of people. Below the header, the breadcrumb trail reads 'Home / DDF® / Data Feeds / Add Data Feeds'. The main heading is 'Add a data feed'. A blue arrow points to the 'Step 1 - Choose the type of Data Feed you would like to create' section. This section contains three radio button options, each with an icon of a database and a computer monitor. The first option, 'National Shared Pool', is selected. The second option is 'Member Website Feed - My Listings', and the third is 'Member Website Feed - One or More Offices'. Below this section, the 'Step 2 - Identify who will operate your Data Feed' section is partially visible.

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.
-  Selecting the **Member Website Feed - One or More Offices** as a Data Feed Type allows Brokerage Owners and Salespeople, with their Brokerage Owner permission, to pull a feed containing all the listing content belonging to one or more offices in their Brokerage. This listing content can be used to populate their own website.

Step 2 - Identify who will operate your Data Feed

Step 9: Designate the Operating Entity

Proceed downwards to **Step 2 - Identify who will operate your Data Feed**. Mark the active radio button selector field for the specific option item stating: **"I will be engaging a 3rd Party Technology Provider to operate my Data Feed"**.

put a feed containing all the listing content belonging to one of those offices in their Brokerage. This listing content can be used to populate their own website.

Step 2 - Identify who will operate your Data Feed

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.

Step 3 - Select a Technology Provider

If your Technology Provider is not in the list below, please contact CREA at support@realtor.ca

Show entries Search:

Technology Provider	Address	Phone	Website URL
1000385722 ONTARIO CORP.		647-973-7159	https://www.kylepaps.com
1870151 Alberta Ltd O/A Artrageous Advertising	#10 - 226 12A St North,Lethbridge,Alberta,T1H 2J1	403-942-1131	http://artrageousadvertising.ca
2818779 Canada Inc			http://www.damaru.com/
3SIXTY Marketing Solutions	99 Bayfield Street,Barrie,Ontario,L4M 3A9	705-252-4180	http://3sixtymarketingsolutions.com
51Home Inc.	50 Acadia Ave.,Markham,Ontario,L3R 0B3	905-940-1151	http://51home.ca

Step 10: Assign Selling Toolz as Vendor

Under the next form area panel header **Step 3 - Select a Technology Provider:**

- Locate the dynamic text search field area filter box on the right hand side of the provider table listing.
- Type the keyword value "**selling**" to instantly filter options list entries.
- Locate the result row profile named **SellingToolz Ltd.** and select it directly.

Step 3 - Select a Technology Provider

ⓘ If your Technology Provider is not in the list below, please contact CREA at support@realtor.ca

Show 10 entries Search:

Technology Provider	Address	Phone	Website URL
SellingToolz Ltd.			http://sellingtoolz.com

Showing 1 to 1 of 1 entries (filtered from 257 total entries) First Previous 1 Next Last

Step 4 - Please provide the URL for your website.

ⓘ Please provide the URL for the website that will be displaying the listing content pulled from the data feed.

Website URL*:

Destination Owner: SEAN RYAN

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.

Step 11: Configure Target Link URL and Restrictions

- Move your focus down to **Step 4 - Please provide the URL for your website**, and accurately fill out the target field box container with your exact active public domain name context (e.g. `http://www.yourdomain.com`).
- Directly beneath that field, look at **Step 5 - Please indicate if you would like to filter your Data Feed**, and select the secondary selection option box: **"I want to use filters to limit the listings provided by the Data Feed"**.

Step 4 - Please provide the URL for your website.

Please provide the URL for the website that will be displaying the listing content pulled from the data feed.

Website URL*:

Destination Owner:

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

Step 5a - Please use the filters below to customize the listing content contained in your Data Feed

Data Feed Filters are a set of criteria that limit the scope of the listings provided by the data feed. Filters are most commonly used to customize a feed for a specific kind of website. For example, Agricultural Real Estate websites or Real Estate Websites for Condos only.

Step 12: Narrow Down Regional Filter Scope

Scroll down to section area block **Step 5a - Please use the filters below to customize the listing content contained in your Data Feed:**

- **Province Filter Element:** Find your respective operating territory (e.g. *Ontario*) in the dynamic listing index, highlight it, and click the center **Add >>** selection button link to move it cleanly across to the "Selected" box panel window.
- **Board Filter Element:** Locate your specific real estate governing board framework entry list item, choose it, and use the **Add >>** transfer button tool to populate it into the destination container column window.
- Once verified, select the bottom tracking link bar utility button labeled: **Click to review your Data Feed before Saving it.**

Data Feed Filters are a set of criteria that limit the scope of the listings provided by the data feed. Filters are most commonly used to customize a feed for a specific kind of website. For example, Agricultural Real Estate websites or Real Estate Websites for Condos only.

For Sale Price Range -

For Rent Rent Range -

Property Type All Included or Show Filter and select your criteria

Province All Included or Show Filter and select your criteria

Uploading Board All Included or Show Filter and select your criteria

Postal Code All Included or Show Filter and select your criteria

Waterfront Only:
Condo/Strata Only:

[Click to review your Data Feed before Saving it.](#)

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Property Type All Included or Show Filter and select your criteria

Province All Included or Show Filter and select your criteria

Available Selected
newfoundland & Labrador
Northwest Territories
Nova Scotia
Nunavut
Prince Edward Island
Add >> << Remove
Ontario

Uploading Board All Included or Show Filter and select your criteria

Available Selected
Lethbridge
Lloydminster
Mauricie
Medicine Hat
MRFA
Add >> << Remove
London and St. Thomas

Postal Code All Included or Show Filter and select your criteria

Waterfront Only:
Condo/Strata Only:

[Click to review your Data Feed before Saving it.](#)

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Step 13: Finalize Feed Summary Structure

Review your detailed Data Feed Summary profile review configuration block on screen to verify vendor attributes map correctly to "SellingToolz Ltd.". Click the central blue tool link block button named **Save data feed**.

Property Type All Included or Show Filter and select your criteria

Province All Included or Show Filter and select your criteria

Available: New Brunswick & Labrador, Northwest Territories, Nova Scotia, Nunavut, Prince Edward Island. Selected: Ontario

Uploading Board All Included or Show Filter and select your criteria

Available: Lethbridge, Lloydminster, Maurice, Medicine Hat, MREFA. Selected: London and St. Thomas

Postal Code All Included or Show Filter and select your criteria

Waterfront Only:
Condo/Strata Only:

[Click to review your Data Feed before Saving it.](#)

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Data Feed Summary

Type of Data Feed Selected:	National Shared Pool
Technology Provider Selected:	SellingToolz Ltd.
Website Details:	http://www.yourite.com SEAN RYAN
Data Feed Filters Selected:	Property Type All For Sale 0 - Unlimited For Rent 0 - Unlimited Province Ontario Uploading Board London and St. Thomas
Destination Credentials:	Username: Password:
Destination Last Synch:	Time Stamp: Records Synched:
Status	Active <input type="button" value="Setting a data feed to inactive disables the feed"/>
Edit data feed Save data feed Cancel	

Step 14: Pull Account Direct API Entry Point Credentials

The platform index interface will route you immediately back directly onto the standard **"Edit your data feeds"** management center overview line grid listing view index. Find the connection feed row profile listing you compiled just now and click the blue **Edit** link action utility command item on the absolute far right row edge cell.

Add a Data Feed

ⓘ Your website must be specifically configured to pull data from the database. For more information see our [DDF® Help Guide](#).

Note: Your total number of active National Shared Pool and Member Website Feeds data feeds cannot exceed five.

[+ Add a Data Feed](#)





Edit your data feeds

Display
 Active
 All: Active(A), Inactive(I), Suspended(S)
[Apply](#)

Show **10** entries Search:

Website URL	Destination Type	Date Created	Owner	Status	
http://sarniaproperty.com	Member Website Feed - One or More Offices	2026-02-04 7:05:00 AM	RYAN,SEAN	A	edit
http://www.sarniaproperty.com	National Shared Pool	2026-05-07 2:28:00 PM	RYAN,SEAN	A	edit
http://www.yousite.com	National Shared Pool	2026-05-19 9:19:00 AM	RYAN,SEAN	A	edit

Showing 1 to 3 of 3 entries First Previous **1** Next Last

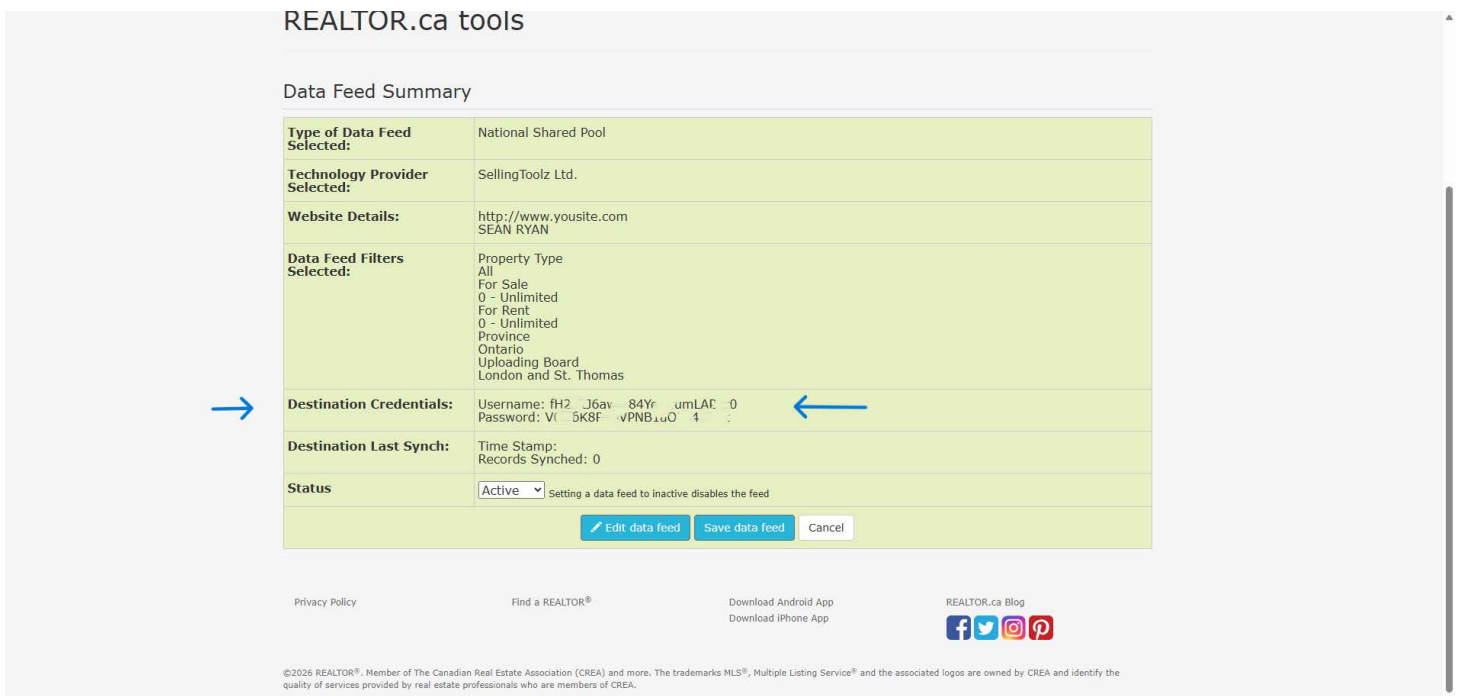
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Step 15: Extract Security Credentials Token

Locate the green overview panel display grid layer segment titled **Destination Credentials**. Your uniquely generated automatic API transaction **Username** and secure string **Password** details are now entirely open and visible on screen.

CRITICAL NEXT STEP: Take a high-resolution screenshot image capturing this final screen window area displaying those specific credential string details. Email this screenshot immediately to your onboarding technical accounts team agent to wrap up live environment implementation!



REALTOR.ca tools

Data Feed Summary

Type of Data Feed Selected:	National Shared Pool
Technology Provider Selected:	SellingToolz Ltd.
Website Details:	http://www.yousite.com SEAN RYAN
Data Feed Filters Selected:	Property Type All For Sale 0 - Unlimited For Rent 0 - Unlimited Province Ontario Uploading Board London and St. Thomas
Destination Credentials:	Username: fh2 _J6av 84Yr umLAE :0 Password: V1 - 5K8F - vPNB1uO 4 .
Destination Last Synch:	Time Stamp: Records Synched: 0
Status	<input type="text" value="Active"/> Setting a data feed to inactive disables the feed

[Edit data feed](#) [Save data feed](#) [Cancel](#)

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