

## Custom Search Strings

A custom search string is a link to a predefined search you create for your web site visitors. Clicking on the link takes them to a specific set of search results that match the criteria you have defined. Custom search strings can target specific property types, price ranges, locations, or any combination of these criteria. These links are ideal for any web page that features content relevant to the targeted search criteria, such as community pages, blogs, or your area of specialized service.

### Create a Basic Custom Search String (URL Search Builder)

- 1) Log into your IDX administration area at [www.mlsfinder.com/admin](http://www.mlsfinder.com/admin) or at [www.wolfnet.com](http://www.wolfnet.com).

The screenshot shows the mlsfinder.com administration interface. The left-hand navigation menu is visible, with the following items listed from top to bottom: Administration Home, Client Admin, BackOffice, Reports, Email All Users, Export Users, User Registration Fields, Search Savers, Contact Information, Property Search Configuration, Property Search Skin, Colors, Fonts, Logo/Slogan, Default Search Settings, Site Login Options, City Restrictions, Default Search Mode/Type, Down Payment Resource, Search Results Layout, Refine Search Layout, Listing Details Layout, Virtual Tours, Add/Edit Reporting, Enhanced Listings, Add/Edit Reporting, Top Producer Settings, MapTracks, Usage Reports, Starting Location Ver. 2, User ID / Password, Registration Opt-In Email, Account Information Email, Quick Search Builder, **URL Search Builder**, My Custom URLs, and Logout. A red box highlights the 'URL Search Builder' option, and a green arrow points to it from a callout box labeled 'URL Search Builder'.

- 2) Navigate to the URL Search Builder near the bottom of the left menu bar. The basic search URL for your unique IDX solution appears in the Search String box.

**NOTE:** *The basic search URL is unique for each user's IDX solution. Some URLs in the examples below use the place-holder values for **MARKET** and **DIRECTORY**. When creating a custom search URL, replace these values with the unique values found in your basic search URL.*

<b>Search String</b>	
Copy the URL below to use as your link: <input type="text" value="http://www.mlsfinder.com/mn_rmls/richardbailey?action=newsearchsession&amp;city=Edina&amp;min_bedrooms=3&amp;min_bathrooms=2&amp;condo=Y&amp;townhouse=Y"/>	
<b>Search URL</b>	
<b>Results</b>	
Your search will produce <b>25</b> listings. <a href="#">Run Search Now</a>	
<b>Running listing count and link to see results</b>	
<b>MLS Number</b>	
MLS Number: <input type="text"/>	
<b>Property Address</b>	
Address: <input type="text"/>	Zip Code: <input type="text"/>
City: <input type="text" value="Edina"/>	State: <input type="text"/>
<small>(must be 5 digits and comma seperated)</small>	
<b>Property Info</b>	
Min Bedrooms: <input type="text" value="3"/>	Max Bedroom: <input type="text"/>
Min Bathrooms: <input type="text" value="2"/>	Max Bathroom: <input type="text"/>
Min Price: <input type="text"/>	Max Price: <input type="text"/>
Built After: <input type="text"/>	Built Before: <input type="text"/>
Min Square Feet: <input type="text"/>	Min Acres: <input type="text"/>
<b>Search Criteria</b>	
<b>Agent Info</b>	
Agent Id: <input type="text"/>	
Office Only: <input type="checkbox"/>	Agent Only: <input type="checkbox"/>
<b>Property Type</b>	
Single Family: <input type="checkbox"/>	Condo: <input checked="" type="checkbox"/>
Townhouse: <input checked="" type="checkbox"/>	Duplex: <input type="checkbox"/>
Multi Family: <input type="checkbox"/>	Lots/Acreage: <input type="checkbox"/>
Farm/Hobby: <input type="checkbox"/>	Commercial: <input type="checkbox"/>
<b>Styles</b>	
(SF) Four or More Level: <input type="checkbox"/>	(SF) Modified Two Story: <input type="checkbox"/>

- 3) Select the search criteria desired for the custom search. The basic URL will automatically add the criteria to the string, and give a running total of matching listings in **RED** in the Results box. Click on the link to see the results live on your IDX search solution.
- 4) Copy the final URL for inclusion into your web site or blog.

For a video demonstration on using the URL Search Builder, [Click Here](#).

### Create an Advanced Custom Search String

For more advanced search strings that may include search criteria not available in the URL Search Builder tool, do the following:

- 1) Log into your IDX administration area at [www.mlsfinder.com/admin](http://www.mlsfinder.com/admin) or at [www.wolfnet.com](http://www.wolfnet.com).
  - 2) Navigate to the URL Search Builder as indicated above. The basic search URL for your unique IDX solution appears in the Search String box at the top of the page.
  - 3) Add the desired search parameters. See the list of Available Parameters below for help.
    - a. Replace spaces in city names, county names, addresses, with **%20**
    - b. Include multiple cities, zip codes, property types, listing numbers, etc. by separating with a comma (with no space in between)
- 2) Copy the final URL for inclusion into your web site or blog.

### Example

This custom search string has been created to return all condos in the city of Arlington with a minimum of 2 bedrooms and two baths listed between \$450,000 and \$500,000.

[http://www.mlsfinder.com/md\\_mris/wnt/index.cfm?action=newsearchsession&city=Arlington&min\\_bedrooms=2&min\\_bathrooms=2&min\\_price=450000&max\\_price=500000&condo=Y](http://www.mlsfinder.com/md_mris/wnt/index.cfm?action=newsearchsession&city=Arlington&min_bedrooms=2&min_bathrooms=2&min_price=450000&max_price=500000&condo=Y)

*(Sample image; individual results will vary)*

**WOLFNET** lead the pack WolfNet Sample IDX

**Search Tools**  
[New Search](#) [Favorites](#) [SearchSaver](#) [Recently Viewed Listings](#) [Recent Searches](#) [Login](#)

**Search Results** 20 listings match your criteria

[Refine Your Search](#) [Email Me When New Listings Match This Search](#) [Begin New Search](#)

Choose Sort Order:  [Sort](#) Search Results 1-10 of 20 [Next >](#)

	<b>ARLINGTON</b> - 1300 CRYSTAL DR #1403 <span style="float: right;">REMAX Allegiance</span> Offered at <b>\$500,000</b> Residential - Hi-Rise 9+ Floors <b>Bed/Bath:</b> 2/2 <b>Year Built:</b> 1981 <small>AR7422007</small>	<a href="#">View Details</a> <a href="#">Add to Favorites</a>
	<b>ARLINGTON</b> - 900 STAFFORD ST N #905 <span style="float: right;">Long &amp; Foster Real Estate, Inc.</span> Offered at <b>\$499,900</b> Residential - Hi-Rise 9+ Floors <b>Bed/Bath:</b> 2/2 <b>Year Built:</b> 1989 <small>AR7383949</small>	<a href="#">View Details</a> <a href="#">Request Showing</a> <a href="#">Inquire</a> <a href="#">Add to Favorites</a>
	<b>ARLINGTON</b> - 1211 EADS ST S #308 <span style="float: right;">Fairfax Realty Inc.</span> Offered at <b>\$499,000</b> Residential - Hi-Rise 9+ Floors <b>Bed/Bath:</b> 2/2 <b>Year Built:</b> 1989 <small>AR7439221</small>	<a href="#">View Details</a> <a href="#">Request Showing</a> <a href="#">Inquire</a> <a href="#">Add to Favorites</a>
	<b>ARLINGTON</b> - 901 MONROE ST N #303 <span style="float: right;">Long &amp; Foster Real Estate, Inc.</span> Offered at <b>\$499,000</b> Residential - Hi-Rise 9+ Floors <b>Bed/Bath:</b> 2/2 <b>Year Built:</b> 1988 <small>AR7467174</small>	<a href="#">View Details</a> <a href="#">Request Showing</a> <a href="#">Inquire</a> <a href="#">Add to Favorites</a>

### Parameters for Advanced Custom Search Strings

Following are some of the more common parameters used in advanced custom search strings. Please note:

- 1) Always put an **&** symbol in front of any added URL parameter.
- 2) Not all parameters are available in every MLS market.
- 3) Different MLS markets may define or label the search parameters in different ways. For example, some MLSs may use the classification for listing status as “Pending”, while others may use “Active-contingent”. Check individual listing detail pages for relevant listings to more accurately determine what the MLS calls a specific parameter, and be sure to test the search before adding it to a website.
- 4) Replace spaces in city names, county names, addresses, with **%20** . For example, to feature a Subdivision called “Pine Trails”, use the parameter **&Subdivision=Pine%20Trails**

For additional parameters not listed here, please contact WolfNet Customer Service.

#### Basic Information

COUNTY=  
LISTING\_STATUS=  
SUBDIVISION\_TEXT=  
SUBDIVISION=  
AREA\_NAME=  
AREA\_INT=  
SCHOOL\_DISTRICT\_NAME=  
GARAGE\_SPACES=  
LAKE\_NAME=  
TOWNSHIP=

#### Amenities

HAS\_FAMILY\_ROOM=Y  
HAS\_FIREPLACE=Y  
HAS\_GARAGE=Y  
HAS\_GOLF=Y  
HAS\_LAKEFRONT=Y  
HAS\_WATERFRONT=Y  
HAS\_POOL=Y  
HAS\_BASEMENT=Y  
PROPERTY\_VIEW=Y  
HAS\_OPEN\_HOUSE=Y

#### Property Types

LOFT=Y  
MOBILE\_HOME=Y  
COMMERCIAL\_LEASE=Y  
HALF\_DUPLEX=Y  
INVESTMENT=Y  
MIXED\_USE=Y  
PROPERTY\_TYPE=unit/flat  
PROPERTY\_TYPE=twin/semi-detached  
PROPERTY\_TYPE=row/twnhs/cluster  
PROPERTY\_TYPE=stock%20cooperative  
PROPERTY\_TYPE=loft%20condominium  
PROPERTY\_TYPE=tenancy%20in%20common

## Custom Map Searches

WolfNet® IDX subscribers using the MapTracks<sup>SM</sup> map-based property search can create custom map search strings that feature matching results displayed on a map. This enables you to visually represent targeted listings in a specific location or region.

### Create a Custom Map Search

There are two ways to create a custom map search:

#### Method A: Use the starting latitude, longitude and scale

NOTE: Method A cannot be combined with the search parameters listed in the “Advanced Custom Search Strings” instructions; a very limited number of additional criteria may be used. Please see the Method A Parameters below:

- 1) Log into your IDX administration area at [www.mlsfinder.com/admin](http://www.mlsfinder.com/admin) or at [www.wolfnet.com](http://www.wolfnet.com).

mlsfinder.com by WolfNet Technologies		Home	Sample Our Solutions	Pricing
<b>Administration Home</b>		<b>Welcome to the mlsfinder.com search solution setup and administration area.</b>		
<b>Market:</b> Minnesota - RMLS <b>Site:</b> John Terry Team <b>Directory:</b> johnterryteam <small>79e0a81f-ca09-9782-589f-0e106fe179ac</small>		Please use the navigation options below or on the left side of this page to setup and administer your search solution and related tools. If you are setting up your solution for the first time, we recommend that you explore each admin area to make sure that your information is accurate and complete.  If you have any questions, please contact customer care at <a href="mailto:service@mlsfinder.com">service@mlsfinder.com</a> or call directly at <b>612-342-0088</b> or toll-free <b>1-866-WOLFNET</b> .		
<b>Client Admin</b>				
BackOffice	<ul style="list-style-type: none"> <li>Reports</li> <li>Email All Users</li> <li>Export Users</li> <li>User Registration Fields</li> <li>Search Savers</li> </ul>	<ul style="list-style-type: none"> <li>▶ <a href="#">BackOffice</a></li> </ul>	Manage customers who have registered to use Favorites and SearchSaver. Send global emails, run user reports, email user subsets, and review individual user activity including contact information, login history, saved Favorites, and saved searches. Also features a user search tool and a user data export tool.	
Contact Information	Property Search Configuration	<ul style="list-style-type: none"> <li>▶ <a href="#">Contact Information</a></li> <li>▶ <a href="#">Property Search Configuration</a></li> <li>▶ <a href="#">Virtual Tours</a></li> <li>▶ <a href="#">Enhanced Listings</a></li> <li>▶ <a href="#">Registration Opt-In Email</a></li> <li>▶ <a href="#">Account Information Email</a></li> <li>▶ <a href="#">Logout</a></li> </ul>	Add or edit your MLS office ID, MLS agent ID, general contact information, and your digital image.  Configure the property search to make it your own.  Instantly add 3rd party hosted virtual tours to your MLS listings.  Enhance your MLS listings with additional descriptive text.  Customize the automated email sent to your customers requesting account activation.  Customize the automated email sent to your customers containing their account information.  For added security, we recommend that you click Logout when you are finished with each session.	
Virtual Tours	<ul style="list-style-type: none"> <li>Add/Edit Reporting</li> </ul>			
Enhanced Listings	<ul style="list-style-type: none"> <li>Add/Edit Reporting</li> </ul>			
Top Producer Settings	<ul style="list-style-type: none"> <li>MapTracks</li> <li>Usage Reports</li> <li>Starting Location Ver. 2</li> <li>User ID / Password</li> <li>Registration Opt-In Email</li> <li>Account Information Email</li> <li>Quick Search Builder</li> <li>URL Search Builder</li> <li>My Custom URLs</li> </ul>			
Logout				

- 2) Navigate to the **Starting Location** tool on the left menu bar of the **MLSFinder Administration**.
- 3) Move the map to the desired area by
  - grabbing it with the mouse, drag and drop
  - using the directional tools on the left side
 Or
  - choosing a specific city, state or zip code and click "Geocode".
 Use the zoom tools on the left side to select the correct map scale.
- 4) **Do not** hit "**Update**" after moving the map; this will reset the map's default starting location for the IDX search.
- 5) Recode the values for **Start Latitude**, **Start Longitude**, and **Start Scale**.

**MapTracks Start Position**

Choose a specific city, state or zip code using the geocode tools at the top

Add your MapTracks starting position.

Select your center latitude and longitude, then select a map scale:

Search By City:  State:  Zip:

Start Latitude:  Start Longitude:  Start Scale:

Starting Latitude and Longitude and start scale

Zoom and Directional Tools

- 6) Start with the basic search URL (see **Step 1 of Create a Custom Search String**) and replace the **x** values in the following sample URL string with the appropriate latitude, longitude and start scale values.

NOTE: The basic search URL is unique for each user's IDX solution. The sample URL below uses the place-holders **MARKET** and **DIRECTORY**. When creating a custom map search URL, replace these words with the unique values found in your basic search URL.

**Sample URL:**

[http://www.mlsfinder.com/MARKET/DIRECTORY/index.cfm?action=newsearch&searchtype=map&rewire=yes&map\\_start\\_lat=xxxxxxx&map\\_start\\_lng=xxxxxxx&map\\_start\\_scale=xxxxx](http://www.mlsfinder.com/MARKET/DIRECTORY/index.cfm?action=newsearch&searchtype=map&rewire=yes&map_start_lat=xxxxxxx&map_start_lng=xxxxxxx&map_start_scale=xxxxx)

7) Copy the final URL for inclusion into your web site or blog.

**Example A1:**

[http://www.mlsfinder.com/MD\\_MRIS/wnt/index.cfm?action=newsearch&searchtype=map&rewire=yes&map\\_start\\_lat=38.890282&map\\_start\\_lng=-77.084441&map\\_start\\_scale=10](http://www.mlsfinder.com/MD_MRIS/wnt/index.cfm?action=newsearch&searchtype=map&rewire=yes&map_start_lat=38.890282&map_start_lng=-77.084441&map_start_scale=10)

(Sample image; individual results will vary)

The screenshot displays the WolfNet Sample IDX search interface. At the top left is the WolfNet logo with the tagline "lead the pack". The page title is "WolfNet Sample IDX". Below the logo is a "Search Tools" section with buttons for "New Search", "Favorites", "SearchSaver", "Recently Viewed Listings", "Recent Searches", and "Login". To the right is a "Quick Search" box with input fields for "House Number", "Street Name", and "Listing Number", each with a "Go" button. Below this is a navigation bar with "Active Listings", "Open Houses", and "Foreclosures" tabs. The "Search Type" section includes "COUNTY/CITY", "MAP SEARCH", "ADDRESS/ZIP", "SUBDIVISION", and "CONDO/BUILDING". The "PROPERTY TYPES" section has checkboxes for "All Residential", "Residential Detached", "Condo", "Townhouse", "Foreclosures", and "Short Sales". The "PROPERTY FEATURES" section includes filters for "Price Range", "Beds", "Baths", "Acreage", "Built After", and "Built Before". The "RESULTS:" section shows "1204 Matches" and a prompt to "Mouse over property icons to see listing details." The main area is a map of Arlington, VA, with a "Click & Drag to: Zoom Move" control on the left. The map shows various streets, landmarks like "Georgetown University" and "White House", and numerous property icons. An inset map shows the location of Arlington within the Washington, DC area. At the bottom of the map are buttons for "Go to Search Results", "Save this Search", and "Reset Map".

### Example A2: Using Additional Parameters

Following are some of the more common parameters used in custom map search strings:

&PROPERTY\_TYPE=  
 (This is a variable; for example: UNIT/FLAT,LOFT%20CONDOMINIUM, etc.)  
 &FORECLOSURE=Y  
 &SHORT\_SALE=Y  
 &MIN\_PRICE=  
 &MAX\_PRICE=  
 &MIN\_BEDROOMS=  
 &MIN\_BATHROOMS=  
 &BUILT\_AFTER=  
 & BUILT\_BEFORE=  
 &LISTING\_STATUS=

**Sample:**

[http://www.mlsfinder.com/md\\_mris/wnt/index.cfm?action=newsearch&searchtype=map&rewire=yes&map\\_start\\_lat=39.299594&map\\_start\\_lng=-76.604355&map\\_start\\_scale=4&property\\_type=single\\_family&foreclosure=y&min\\_price=200000&max\\_price=400000&built\\_before=2009&built\\_after=1965&min\\_bathrooms=3&min\\_bedrooms=2](http://www.mlsfinder.com/md_mris/wnt/index.cfm?action=newsearch&searchtype=map&rewire=yes&map_start_lat=39.299594&map_start_lng=-76.604355&map_start_scale=4&property_type=single_family&foreclosure=y&min_price=200000&max_price=400000&built_before=2009&built_after=1965&min_bathrooms=3&min_bedrooms=2)

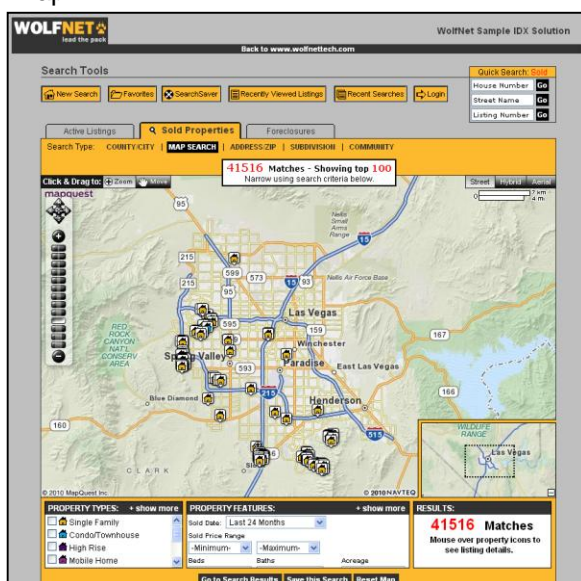
### Example A3: Alternate Search Types

Alternate search types, such as Open Houses or Sold Listings, can be used as URL parameters where available. These parameters need to be included just after **&newsearch** in the URL when using Method A. Please note these alternate search types may not be available in all markets, or be offered as a paid upgrade. Please contact the WolfNet Sales Department or email [sales@wolfnet.com](mailto:sales@wolfnet.com) for more information on the search types available in a specific MLS market. The following convention is used:

&PRIMARYSEARCHTYPE=OPEN  
 &PRIMARYSEARCHTYPE=SOLD

**Sample:**

[http://www.mlsfinder.com/nv\\_glvar/wnt/index.cfm?action=newsearch&primarySearchtype=sold&earchtype=map](http://www.mlsfinder.com/nv_glvar/wnt/index.cfm?action=newsearch&primarySearchtype=sold&earchtype=map)



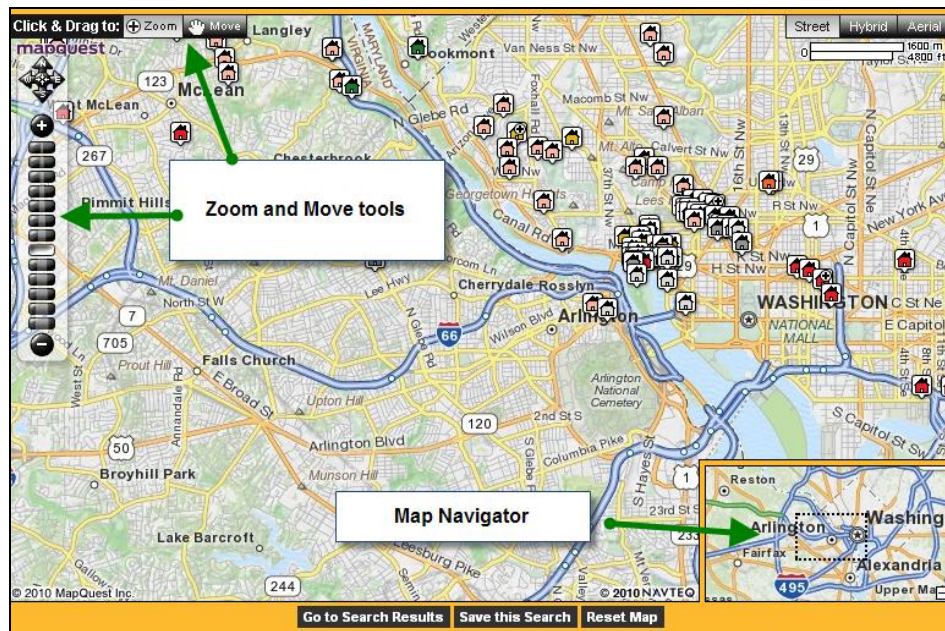


**Method B: Use Latitude & Longitude from the Four Corners of a Map**

Method B can be used with or without additional search parameters. For an example of using this method in combination with additional search parameters, see **Example B2** below.

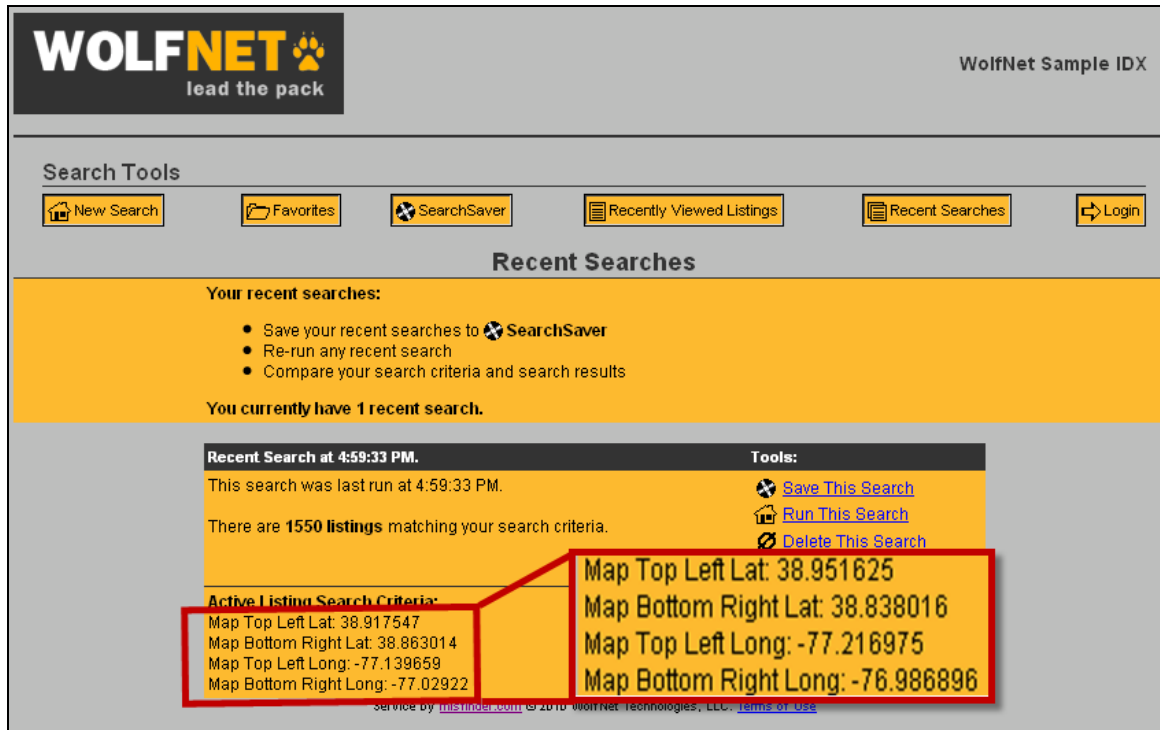
**IMPORTANT NOTE:** The map is only used to *define the search area*. The results will be presented as a list, not on a map, much like the regular Custom Search Strings.

- 1) Run a search using the MapTracks<sup>SM</sup> map-based property search using the consumer facing search on your web site.
- 2) Move the map to the desired area and scale zoom and move tools on the left, or the Map Navigator in the lower right.



**(NOTE:** *The map is only used to define the search area. The results will be presented as a list, not on a map.*)

- 3) Click **Go To Search Results** at the bottom of the page.
- 4) From the Search Results page, Click on **Recent Searches** at the top of the page under **Search Tools**.
- 5) The values for the four corners of the map are listed. Record these values.



- 6) Replace the **x** values in the basic URL below with the appropriate latitude and longitude; be sure to use your own unique **MARKET** and **DIRECTORY** (see **Step 1 of Create a Custom Search String**).

TL\_lat = top left latitude  
 BR\_lat = bottom right latitude  
 TL\_lng = top left longitude  
 BR\_lng = bottom right longitude

[http://www.mlsfinder.com/MARKET/DIRECTORY/index.cfm?action=newsearchsession&map\\_tl\\_lat=xxxxxxx&map\\_br\\_lat=-xxxxxxx&map\\_tl\\_lng=xxxxxxx&map\\_br\\_lng=-xxxxxxx](http://www.mlsfinder.com/MARKET/DIRECTORY/index.cfm?action=newsearchsession&map_tl_lat=xxxxxxx&map_br_lat=-xxxxxxx&map_tl_lng=xxxxxxx&map_br_lng=-xxxxxxx)

- 7) Copy the final URL for inclusion into your web site or blog

### Example B1: Using Map Parameters Only

[http://www.mlsfinder.com/md\\_mris/wnt/index.cfm?action=newsearchsession&map\\_tl\\_lat=38.951625&map\\_br\\_lat=38.838016&map\\_tl\\_lng=-77.216975&map\\_br\\_lng=-76.986896](http://www.mlsfinder.com/md_mris/wnt/index.cfm?action=newsearchsession&map_tl_lat=38.951625&map_br_lat=38.838016&map_tl_lng=-77.216975&map_br_lng=-76.986896)

**Example B2: Using Map and Additional Search Parameters**

http://www.mlsfinder.com/md\_mris/wnt/index.cfm?action=newsearchsession&map\_tl\_lat=38.951625&map\_br\_lat=38.838016&map\_tl\_lng=-77.216975&map\_br\_lng=-76.986896&MIN\_PRICE=350000&MAX\_PRICE=350000

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lead the pack<sup>SM</sup>

WolfNet Sample IDX




**Search Tools**

New Search Favorites SearchSaver Recently Viewed Listings Recent Searches Login

**Search Results** 34 listings match your criteria

Refine Your Search Email Me When New Listings Match This Search Begin New Search

Choose Sort Order: Descending by Price Sort Search Results 1-10 of 34 Next >

 DC7384605	<p><b>WASHINGTON</b> - 700 NEW HAMPSHIRE AVE NW #1014</p> <p>Offered at \$350,000 Residential - Hi-Rise 9+ Floors Bed/Bath: 1/1 Year Built: 1971</p>	<p>Winston Real Estate, Inc.</p> <p>View Details Request Showing Inquire Add to Favorites</p>
 DC7381611	<p><b>WASHINGTON</b> - 1458 FAIRMONT ST NW #1</p> <p>Offered at \$350,000 Residential - Attach/Row Hse Bed/Bath: 2/1 Year Built: 2002</p>	<p>Long &amp; Foster Real Estate, Inc.</p> <p>View Details Request Showing Inquire Add to Favorites</p>
 DC7352494	<p><b>WASHINGTON</b> - 4025 CONNECTICUT AVE NW #203</p> <p>Offered at \$350,000 Residential - Mid-Rise 5-8 Floors Bed/Bath: 1/1 Year Built: 1999</p>	<p>WC &amp; AN Miller Realtors, A Long &amp; Foster Company</p> <p>View Details Add to Favorites</p>

(Sample image; individual results will vary)