

Houzz FTP Instructions

Email productdata@houzz.com to have your FTP credentials be created for your Houzz account. The username will be your Houzz username and we will provide you with a password.

You can use FileZilla or any other FTP service. FileZilla is free to download here:

<https://filezilla-project.org/>

Screenshots from this guide will reflect FileZilla

Using FTP for Houzz

In addition to uploading through the Houzz Seller Central, you can process product, inventory, and order feeds using FTP. Houzz will regularly upload, download, and process feeds from a shared FTP location.

Connecting to the Houzz FTP Server

Host: ftp.houzz.net

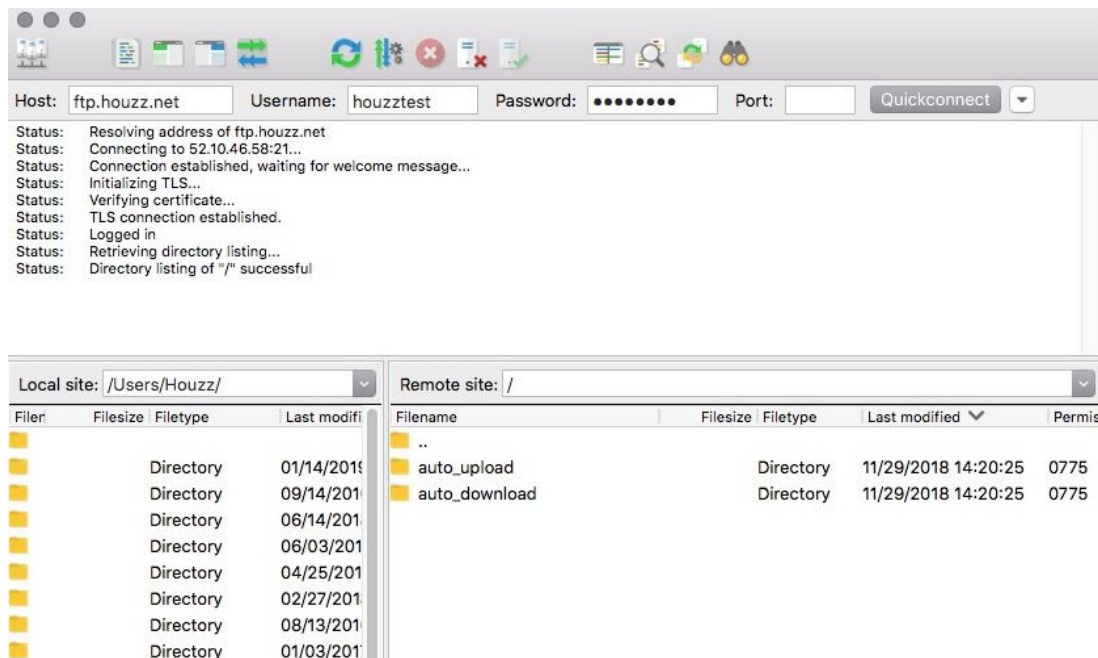
Username: <Houzz username>

Password: <provided by Houzz>

If using FileZilla, enter in the information and click “Quickconnect”.

Make sure to set mode to “passive.”

Once logged in, you will see two folders:



- **auto_upload**
 - Where you upload your new product, inventory updates and/or orders to.
Houzz will pull the new updates every 15 minutes.
- **auto_download**
 - Where you download your order reports and invoice reports.
Note: The auto-download folder is strictly for downloading files. You will not be able to create, edit, or remove files under the auto-download folder.
Houzz will run the reports every hour at the top of the hour.
- *Files placed in the root directory (outside of these folders) will not be read*

Order Reports in FTP

Processing Order Reports

Order reports will be generated at the top of every hour and placed in the **auto_download** folder. There are three order files that will regularly appear in the auto_download folder:

Filename	Description	Format
order_export_new.csv	This is a file of all new orders from the past 30 days. This report should be used to update <i>your</i> system.	Order Report Feed (Read-only)
order_status_update.csv	This is a file of all your active orders and their status. You can use this file to update the status of orders	Order Update Feed (Read and Write)
order_failure_report.csv	This is a file of any failures from your order status update feed. Failures include: <ul style="list-style-type: none"> - Unknown orders - Invalid actions - Improperly formatted feed 	Order Failure Report (Read-only)

Order Report Feed

This is a report of all your new orders from the past 30 days, to be used to update *your* system.

Note: This report is **not** to be used for updating orders on Houzz

Format: .CSV file

Type: Read-only

Field Name	Description	Format/Values
Order Id	16-digit Houzz order ID	#####-#####-#####-#####
Shipment Id	if order has been split into multiple shipments, the 16-digit Houzz id of the individual shipment	#####-#####-#####-#####
Created	timestamp of when order was placed	yyyy-mm-dd hh:mm:ss
Status	the current status of the order	"Charged" or "Shipped"
Customer Name	full name of the customer	text
Shipping Address	shipping address of customer	text
Shipping City	city of shipping address of customer	text
Shipping State	state of shipping address of customer	two-letter abbreviation
Shipping Zip	zip code of shipping address of customer	valid zip code
Shipping Phone	phone number of customer	###-###-####
Shipping Method	method you must use to ship	"Standard" = small parcel, standard shipping "Expedited" = small parcel, expedited shipping "Freight" = freight shipping
Handling Fee	per order fee charged	decimal
Shipment Total	the sum of items purchased, tax, shipping	decimal
Sku	your internal ID for the product in this order	text
Product Id	the Houzz ID for the product in this order	integer
Description	product description	text

Quantity	quantity of product ordered	integer
Price	the price you are charging the customer for this product	decimal
Tax	tax on order, if applicable	decimal
Shipping	cost of shipping, if applicable	decimal
Refund Date	if a refund was attributed to this order (possibly for a return), the date at which the return processed	yyyy-mm-dd hh:mm:ss
Refund Id	if a refund was attributed to this order, a Houzz ID representing the refund transaction	integer
Type		

Order Update Feed

This is a file of all of your **active** orders on Houzz and their statuses.

Note: This file is intended for updating order statuses on Houzz.

The Order Update feed allows you to change the status of an order, in the proper order processing sequence. That is, the valid set of state updates is based on the current status of the order.

Updating Status of Orders

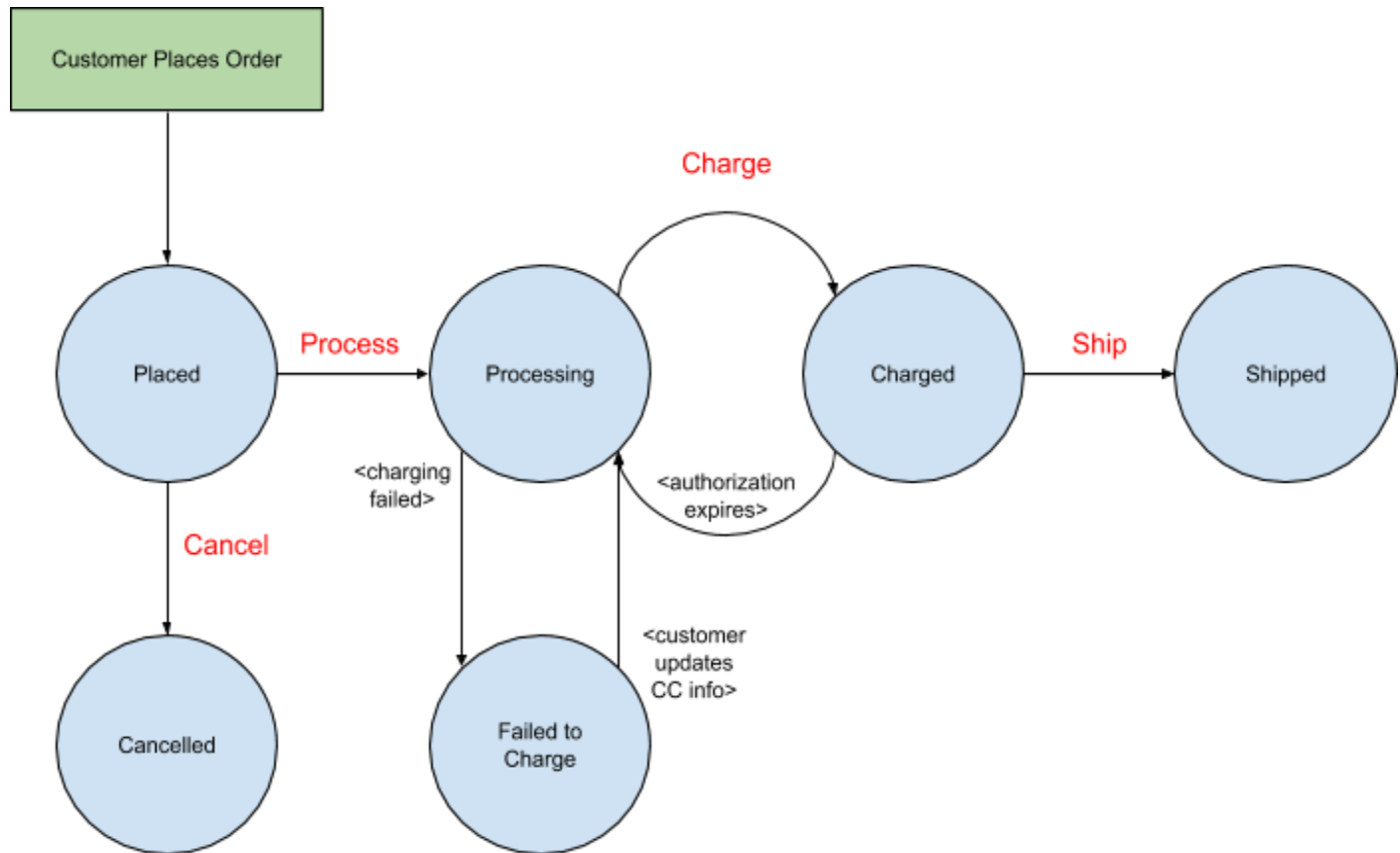
1. Download the **order_status_update.csv** file from the **auto_download** folder
2. Update the file to modify the *Status* of each order.
3. Once you have made your updates, save the file and name it exactly as **order_sellername.csv** where “*sellername*” is your Houzz profile name. Filename will be required to be in all *lowercase* format.
4. Place the modified file in the **auto_upload** folder. Houzz will check this folder every 15 minutes for updates.

Note: Feed file size must be smaller than 20 MB

You can view the status of your upload at:

<https://www.houzz.com/viewFeedStatus/jobType=order/>. If the feed failed to process, a failure report named *order_failure_report.csv* will be generated and placed in the **auto_download** folder.

Please consult the [Houzz Seller Guidelines](#) for more detailed status changes for an order. Generally speaking, an order goes through the following states (with the Actions in red):



- **Processing an order**
 - Processing an order is an acceptance of the order and an indication you will begin fulfilling the order. This update moves an order from the New state to a Processing state.
- **Charging an order**
 - An order must be charged prior to shipping. This action authorizes the customer's credit card for up to 7 days. If the order is not shipped in 7 days, the order will revert to the Processing state.
- **Shipping an order**
 - When shipping an order, you must supply the Shipping Method and Tracking Number for the shipment. This information is shared with the customer.

Format: .csv file

Type: Read and Write

Field Name	Required	Editable	Description	Format/Values
Order Id	yes	no	16-digit Houzz order ID	####-####-####-####
Shipment Id	yes	no	if order has been split into multiple shipments, the 16-digit Houzz id of the individual shipment	####-####-####-####
Action	yes	yes	action to take on the order	"Process" = process the order "Charge" = charge the CC for order "Ship" = mark this order as shipped "Cancel" = cancel this order
ShippingMethod	yes	yes	method you must use to ship	USPSFirstClass USPSParcelPost USPSPriorityMail USPSExpressMail UPSGround UPS3DaySelect UPS2ndDayAir UPSNextDayAirSaver UPSNextDayAir UPSNextDayEarlyA.M. UPSFreight FedExGround FedExHomeDelivery FedExExpressSaver FedEx2Day FedExAirExpress FedExStandardOvernight FedExPriorityOvernight FedExFirstOvernight FedExSameDay FedExSmartPost FedExFreight OnTracGround OnTracSunrise OnTracSunriseGold OnTracSaturdayDelivery DHLExpress StandardShipping ExpeditedShipping

				ABFTrucking YellowFreight OldDominion PlyconVan HomeDirect EstesExpress SunDelivery R+LCarriers WatkinsShepard CEVALogistics PilotFreight Others
TrackingNumber	sometimes	yes	if Action == "Ship" a shipment tracking number is required. Enter in the tracking number of the order. Multiple numbers can be entered by separating with a comma and will only correspond to the shipping method you selected previously.	a valid tracking number as defined by carrier
CancelReason			if Action == "Cancel", a numeric code for cancellation reason is required	1 – "Item out of stock" 2 – "Found the same item at a lower price" 3 – "Changed mind" 4 – "Ordered by mistake"
Status	yes	no	the current status of the order as outlined above	text
Comments	sometimes	yes	if an Action == "Cancel", you must specify a comment describing this cancellation; this text is sent to the customer	text

Order Failure Report

Failure Report (the job id# will vary for each order failure report as it will link directly with the order update file that the system processes)

Note: This report is for informational purposes only.

This report will indicate any failures from your order status update feed. □ Failures include:

- Unknown action (1)
- This action is not allowed for this order (2)
- Unknown order (3)
- Unknown shipping method (4)
- Comments are required (5)
- Action failed (credit card failed) (6)
- Missing cancellation code (7)
- Missing tracking number (8)

*When a card fails to charge, you will also receive an email notification.

Inventory Updates in FTP

Inventory Update Reports

You can update your product inventory levels, pricing, status and shipping cost using an Inventory feed via FTP. To do so:

1. Download your current Inventory feed by going to Seller Central > Products > Download Inventory.
2. Update the columns in the file as necessary.
3. Once the update is completed, save the file and name it exactly as **inventory_sellername.csv** where “*sellername*” is your Houzz profile name.
4. Place the modified file in the **auto_upload** folder.

Note: feed file size must be smaller than 20MB (if larger, you must break up into multiple files.)

You can continue to use this file to update pricing, ship costs, and inventory. If you add more products, you can add their skus to this sheet and upload, or download your inventory again for your most current list of SKUs.

Our system can take partial updates (example – update of 10 skus) or the entire catalog you have on Houzz. You may update inventory as often as you like but ideally at least once a day.

You can view the status of your update at <https://www.houzz.com/viewFeedStatus>

Format: .csv file

Type: Read and Write

Field Name	Required	Description	Format/Values
SKU	yes	your internal product code	text
Title	no	product title of your listing, only for reference in the inventory feed	text
Quantity	yes	the number of units (in stock) available to Houzz customers	integer
Price	no	the price offered to Houzz customers, not including any promotional price	decimal
MinimumOrderQuantity	no	this indicates the lowest quantity you wish to sell of each product. if the product is sold as a single item, please enter "1". if this product is sold as 2 units, enter "2", etc. This is for identical units sold and must be noted in title/description for accuracy	integer
MSRP	no	the manufacturer suggested retail price for this product	decimal
LeadTimeMin	no	the minimum days from when an order is placed to when it is shipped	integer
LeadTimeMax	no	the maximum days from when an order is placed to when it is shipped	integer
FreightItem	no	if your product ships via a freight carrier, enter "Yes" here. If your product ships small parcel, enter "No" here	"No" "Yes"
Status	yes	the current status of the product. If blank, it is not in an active status and the Houzz Product team is working on these items	"Active" "Inactive" "Discontinued"
Action	yes	action you wish to take on this product	"Update" or "Delete"
StandardShipping_US	no	The shipping cost that will be charged to customers for standard shipping to the contiguous US, if this product ships on a small parcel carrier (UPS, FedEx, USPS,	decimal

		etc.).	
ExpeditedShipping_US	no	The shipping cost that will be charged to customers for expedited shipping to the contiguous US, if this product ships on a small parcel carrier (UPS, FedEx, USPS, etc.). You are not required to offer expedited shipping for your product.	decimal
BulkCurbsideShipping_US	no	If your product ships via a freight carrier to the contiguous US, list the price for curbside delivery.	decimal
BulkInsideShipping_US	no	If your product ships via a freight carrier to the contiguous US, list the price for inside delivery.	decimal
MadeToOrder	no	Enter "Yes" if this product is a made-to-order product. That is, you do not maintain stock levels of this product and this product is manufactured only when an order is place.	"No" "Yes"

New Products Uploaded for FTP

Uploading New Products to Houzz

You can upload new products to Houzz using a Product Feed via FTP. To do so:

1. Download a blank product feed template from the [Seller Central dashboard](#).
2. Add new products to the feed and save the form tab as **houzz_sellername.csv** where -
3. "sellername" is your Houzz profile name.
4. Place the file in the **auto_upload** folder.

Note: feed file size must be smaller than 20MB or ~200,000 rows.

Format: .csv file

Type: Read and Write

You can view the status of your update at <https://www.houzz.com/viewFeedStatus>

Field Name	Required	Description	Format/Values
SKU	yes	Your internal unique product code. The SKU may not have	alphanumeric

		any spaces or any symbols such as + \ % * . Please avoid starting a SKU with '0' due to potential formatting issues.	
ParentSKU	no	The SKU used in the parent row to link items with variations. If you list a product that has variations (i.e., color, size, design, configuration), you must create a generic SKU to link the items. This SKU must be unique and will be a SKU on a separate row.	alphanumeric
Parentage	no	indicates whether this product is a parent or child ("children" products are variations of the same product)	"Parent" "Child"
RelationshipType	no	the relationship between the parent and child (if any). For all children SKUs, enter "Variation".	"Variation"
VariationTheme	no	a variation can be "color", "size", "design", or "configuration". A product can have up to two variations, separated by a comma. If you list a product that has variations, enter the variation type as "color", "size", "design", "configuration".	"Color" "Size" "Design" "Configuration"
UPC	yes	the Universal Product Code (UPC) for this product, must be 12 to 13 numbers long	#####
MPN	yes	the manufacturer part number of this product	alphanumeric
Title	yes	the title of this product, which should be under 80 characters	text
Description	yes	the description of this product and any additional metadata needed to explain the product	text
Quantity	yes	the current available number of	integer

		units of this product	
Category	no	the Houzz category ID to which this product is associated. Not required for product creation.	integer
Style	no	a Houzz-defined string representing the style for this product. Not needed for product creation.	text
Keywords	no	field is optional, you may enter keywords for your products that may help with search optimization. Separate each keyword with commas. Maximum of 30 keywords and 300 total characters. Each keyword may be up to 60 characters long.	text
ProductURL	no	The URL for this product on your website. If you do not have a URL for the product, include your company website. This information is not used to customers.	url
Image	yes	The hosted URL for the product image. We can not accept URLs that are a re-direct to another site or that are in a TIF format. All images must be a minimum of 400x400 pixels and a maximum of 2,000x2,000. The first image should have a white background and only show what is for sale without any text, drawings or watermarks.	url
Image2	no	Additional images are recommended to show the product in use, in a lifestyle setting or alternate angles. These images must be larger than 400x400 pixels, but do not require a white background.	url

Image3	no	Additional images are recommended to show the product in use, in a lifestyle setting or alternate angles. These images must be larger than 400x400 pixels, but do not require a white background.	url
Image4	no	Additional images are recommended to show the product in use, in a lifestyle setting or alternate angles. These images must be larger than 400x400 pixels, but do not require a white background.	url
Image5	no	Additional images are recommended to show the product in use, in a lifestyle setting or alternate angles. These images must be larger than 400x400 pixels, but do not require a white background.	url
Price	yes	the current list price of this product	decimal
Manufacturer	no	the manufacturer of this product	text
Designer	no	The designer or artist that made this product. The text you enter here will display on a separate line above the copy, preceded by "Designer". Maximum of 80 characters.	text
Collection	no	The name of the collection to which this product belongs. The name supplied here must exactly match the collection that has already been created on this account through your Dashboard.	text
CountryOfOrigin	no	the two-letter code representing the country in which this product was manufactured. List in data template.	text

MadeToOrder	no	is this product made to order? (string)	"No" "Yes"
Color	no	This field is optional if your product does not have any variations. If this is a child and color is the variation, list the color here. What you enter will display on a separate line above the copy, preceded by "Color".	text
Size	no	This field is optional if your product does not have any variations. If this is a child and "size" is the variation, list the size here. This variation can be numeric (i.e. 5x6) or text (i.e. Large). What you enter will display on a separate line above the copy, preceded by "Size".	text
Design	no	This field is optional if your product does not have any variations. If this is a child and "design" is the variation, list the design here. What you enter will display on a separate line above the copy, preceded by "Design".	text
Configuration	no	This field is optional if your product does not have any variations. If this is a child and "configuration" is the variation, list the configuration here. What you enter will display on a separate line above the copy, preceded by "Configuration".	text
MSRP	no	the manufacturer suggested retail price for this product	decimal
Width	yes	the width of this product (side to side, left to right)	decimal
Height	yes	the height of this product (top to bottom)	decimal
Depth	yes	the depth of this product (front to	decimal

		back)	
ProductDimensionsUnit	yes	an abbreviation representing the units of measure for the width, height, and depth of the product	"IN" = inches "FT" = feet "MM" = millimeters "CM" = centimeters "M" = meters
Weight	yes	the weight of this product	decimal
ProductWeightUnit	yes	an abbreviation representing the units of measure for the weight of the product	"OZ" = ounces "LB" = pounds "GR" = grams "KG" = kilograms
Materials	yes	The primary materials that make up the product (i.e., wood, plastic, stainless steel). Please include any material information that would help a customer decide to buy this product. Maximum of 80 character.	"Wood" "Plastic" "Steel" "Aluminum"
RequiredAddOnSKU	no	SKUs of products that are required for purchase with this product. Add-ons should be their own SKUs in your Houzz profile.	alphanumeric
OptionalAddOnSKU	no	SKUs of products that are optional for purchase with this product. Add-ons should be their own SKUs in your Houzz profile.	alphanumeric
AssemblyRequired	yes	does this product require assembly?	"No" "Yes"
MinimumOrderQuantity	yes	this indicates the lowest quantity you wish to sell of each product. if the product is sold as a single item, please enter "1". if this product is sold as 2 units, enter "2", etc. This is for identical units sold and must be noted in title/description for accuracy	integer
LeadTimeMin	yes	The minimum number of days from the time an order is placed until it ships. You must include	integer

		all days, not just business days.	
LeadTimeMax	yes	The maximum number of days from the time an order is placed until it ships. You must include all days, not just business days.	integer
FreightItem	yes	If your product ships via a freight carrier, enter "Yes" here, and enter shipping cost in the Bulk shipping columns. If your product ships small parcel, enter "No" here, and enter shipping cost into the Standard or Expedited columns.	"Yes" "No"
StandardShipping_US	yes	The shipping cost that will be charged to customers for standard shipping to the contiguous US, if this product ships on a small parcel carrier (UPS, FedEx, USPS, etc.).	decimal
ExpeditedShipping_US	yes	The shipping cost that will be charged to customers for expedited shipping to the contiguous US, if this product ships on a small parcel carrier (UPS, FedEx, USPS, etc.). You are not required to offer expedited shipping for your product.	decimal
BulkCurbsideShipping_US	no	If your product ships via a freight carrier to the contiguous US, list the price for curbside delivery.	decimal
BulkInsideShipping_US	no	If your product ships via a freight carrier to the contiguous US, list the price for inside delivery.	decimal
StandardShipping_USOTHER	no	If your product ships via a small parcel carrier to Alaska, Puerto Rico, or Hawaii (UPS, FedEx, USPS), list the price for standard shipping here.	decimal
ExpeditedShipping_US	no	If your product ships via a small	decimal

OTHER		parcel carrier to Alaska, Puerto Rico, or Hawaii (UPS, FedEx, USPS), list the price for expedited shipping here.	
BulkCurbsideShipping_USOTHER	no	If your product ships via a freight carrier to Alaska, Puerto Rico, or Hawaii, list the price for curbside delivery.	decimal
BulkInsideShipping_USOTHER	no	If your product ships via a freight carrier to Alaska, Puerto Rico, or Hawaii, list the price for inside delivery.	decimal
StandardShipping_CA	no	If your product ships via a small parcel carrier to Canada (UPS, FedEx, USPS), list the price for standard shipping here.	decimal
ExpeditedShipping_CA	no	If your product ships via a small parcel carrier to Canada (UPS, FedEx, USPS), list the price for expedited shipping here.	decimal
BulkCurbsideShipping_CA	no	If your product ships via a freight carrier to Canada, list the price for curbside delivery.	decimal
BulkInsideShipping_CA	no	If your product ships via a freight carrier to Canada, list the price for inside delivery.	decimal
Prop65Disclosure	yes	a disclosure based on California's Proposition 65 that indicates if this product is known to contain chemicals known to the state of California to cause cancer and birth defects or other reproductive harm if those products expose consumers to such chemicals above certain threshold levels	"Yes" "No"
Prop65Harm	sometimes	if you enter "yes" for Prop65Disclosure then you must indicate the type of harm (cancer, birth defects or other	"cancer" "birthdefects" or "both"

		reproductive harm, or both) if you select the long form warning.	
Prop65WarningType	sometimes	is mandatory if Prop65Disclosure = Yes Prop65Harm and Prop65Chemicals is mandatory if Prop65WarningType = longform	"longform" or "shortform"
Prop65Chemicals	sometimes	if you enter "yes" for Prop65Disclosure then you must indicate at least one specific chemical that causes that harm. Separate by commas for multiple chemicals.. The most current list of Prop65 chemicals can be found at https://www.p65warnings.ca.gov/chemicals	text
CalTB117Flammability	no	Product complies with Cal. TB 117-2013 Flammability regulation? Please indicate ("Yes" or "No")	"Yes" "No"
TSCA	no	TSCA Title VI/CARBCode If this product contains composite wood, you must specify the level of compliance of this product in meeting the emissions standards set by the EPA's Toxic Substances Control Act Title VI (TSCA Title VI). Note: the standards are the same as those set by CARB. More information can be found here: https://www.epa.gov/formaldehyde/resources-and-guidance-materials-translations-formaldehyde-emission-standards-composite This will display on the product listing. This code will be an integer from 0-4:	"0" "1" "2" "3" "4"

		"0" = not applicable; this product does not contain composite wood "1" = this product is not compliant "2" = this product is TSCA Title VI compliant "3" = this product has "No added formaldehyde (NAF)" approval from EPA "4" = this product has "Ultra-low emitting formaldehyde (ULEF)" approval from EPA	
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Invoice Reports for FTP

Invoice Reports

Your invoice report will be in the auto_download folder. This report will be the most recent payment report and will download as **invoice.csv**.

- For orders shipped from the 1st to 15th, reports will be run on the 22nd
- For orders shipped from the 16th to the end of the month, reports will be run on the 7th.

Note: This is not a running list—it is for closed pay periods only. Also, the exact dates of the payment periods may vary, depending the length of the month. If the 7th or 22nd is on a holiday or weekend, it will be sent on the next business day. Please make sure to download the file immediately as the newest file will replace the existing invoice file.