

# Responsible AI Checklist for Real Estate Agents

AI creates real legal and trust risk if you are careless. Run every AI output through this.

## FAIR HOUSING (THE BIGGEST RISK)

- Never describe the ideal buyer or who a home is "perfect for." Describe the property, not the people.
- Remove any language about family status, religion, race, nationality, disability, or "safe" or "exclusive" areas.
- Remember AI can produce steering-like language with no bad intent. You are still responsible for it.

## ACCURACY

- Check every fact, figure, and address. AI can state wrong details confidently.
- Never publish a stat or claim you have not verified yourself.

## DISCLOSURE AND DATA

- Do not paste private client data or anything confidential into public AI tools.
- Follow your brokerage and MLS rules on AI-generated content and disclosure.

## VOICE AND TRUST

- Rewrite AI drafts in your own words. Generic, obviously-AI content erodes the trust your business runs on.
- If it does not sound like you, it is not ready to send.

**Bottom line:** AI is a fast assistant, not a licensed professional. You are accountable for everything it produces under your name.