



ARTIFICIAL INTELLIGENCE CONTENT CONFIDENCE CHECKLIST

This review sheet is a self-review tool to use before proceeding with any content generated by AI. *Note: This tool is not a substitute for broker oversight or legal advice. If you need legal advice, please seek guidance from retained counsel.*

CONFIRM ACCURACY

Review the content as if it were written by someone you've never met. Confirm that all details, features, measurements, and market references are correct. If there's information you can't independently verify, it shouldn't be included. Remember, AI is a tool, not a decision-maker. Responsibility for every advertisement, listing, or communication remains with you and your qualifying broker.

DATA PROTECTION

Consider what information you provide to AI. Take care to not use names, financial details, transaction documents, or MLS data when using AI - these tools should not be used for confidential or transaction-related information unless the platform has been specifically approved by your qualifying broker for that purpose. If sensitive information was used in an unapproved tool, revise the content to remove any confidential information before sharing and take steps to ensure such information isn't used again in the future.

FAIR HOUSING

AI doesn't operate with fair housing concerns in mind. Check any AI-generated content carefully for language which could be interpreted as suggesting a preference/limitation based on a protected class or demographic characteristic. This includes both public-facing content, such as images and content for marketing, as well as suggestions given to you by AI. Remove or revise any wording or plans that could raise fair housing concerns.

IMAGE & MARKETING INTEGRITY

Examine all photographs and visual content to confirm that they are an accurate representation of the property's condition. If AI has altered reality, the content should not be used. AI may be used to make basic enhancements to image quality but remember to verify whether alteration disclosures are required by your MLS. Licensees should keep records of all original photographs and AI edits in case questions arise from consumers, the MLS, or other audits.

COMMUNICATIONS USING AI

If the content includes emails, messages, or consumer-facing communication, review the tone, clarity, and accuracy. Ensure the message reflects your professional voice and does not include incorrect or confidential information.

COMPANY COMPLIANCE

Confirm that all use of AI and content generated aligns with your company's AI policies.

PROFESSIONAL JUDGEMENT CHECK

Evaluate whether any aspect of the services you render relies solely on AI conclusions, particularly regarding pricing, recommendations, or advice. Remember: the consumer hired you for your insights and expertise.

FINAL REVIEW STANDARD

Before proceeding, consider whether the content would withstand review by a broker, the Alabama Real Estate Commission, or a client/customer. If you have any hesitation, additional consideration and revisions are needed.