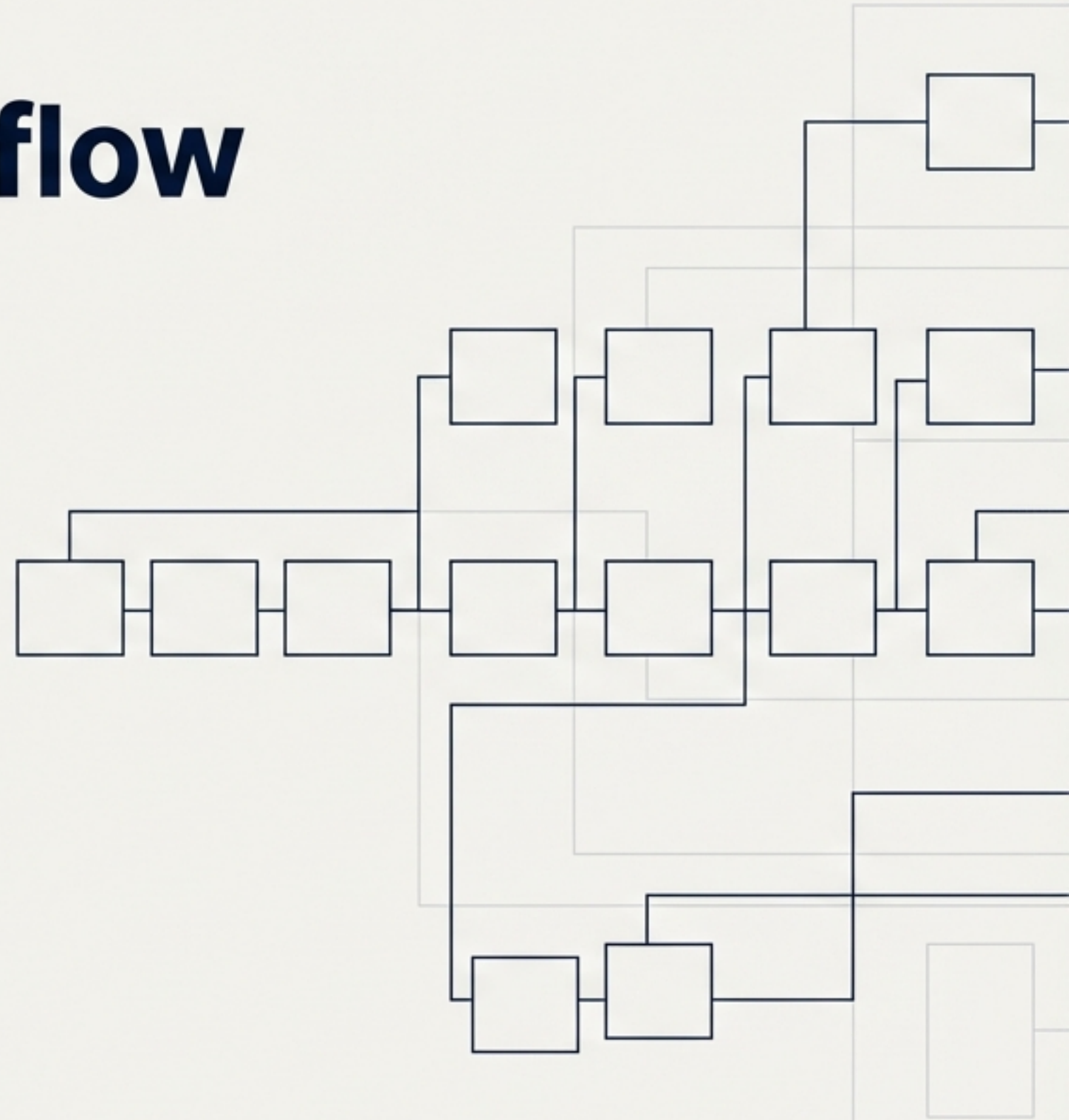


Standardizing AI Output for Real Estate Operations

# AI Listing Review Workflow for Real Estate Agents

A Structured Approach for Accuracy,  
Compliance, and Broker Oversight

- 
- ✓ Designed for licensed professionals in MLS-governed environments
  - ✓ Focuses on mitigating regulatory and Fair Housing exposure
  - ✓ Creates a defensible, broker-legible compliance record



# AI Drafts Fast. Risk Enters When Review Is Skipped.



- AI generates polished listing drafts in under sixty seconds
- Speed creates a dangerous gap between drafting and publication
- Unverified output introduces significant regulatory exposure

# The Draft Is Not the Problem. Publishing Without a Process Is.

**Structured Review = Safe Adoption**

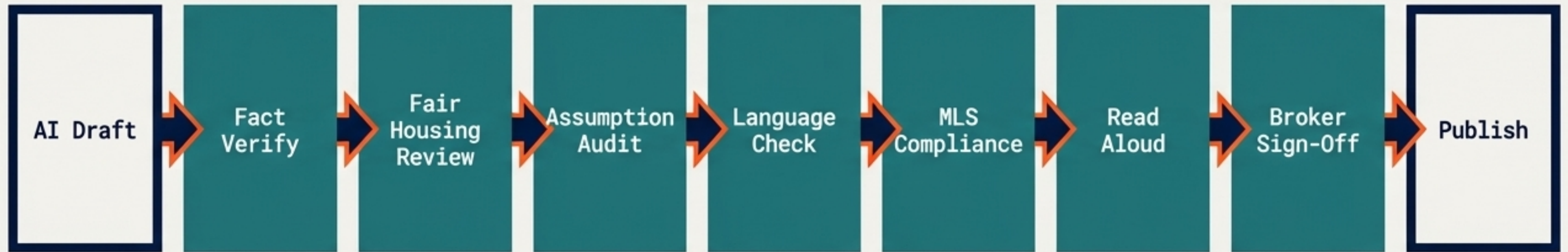
AI models cannot  
verify local property  
records

Algorithms lack  
awareness of local MLS  
rules or broker policies

Natural language  
patterns often carry Fair  
Housing implications

# Nine Steps From Draft to Publication

- Implement this sequence for every listing
- Creates a repeatable, defensible record
- Transitions AI from an informal tool to a managed process



# Step 1: Fact Verification

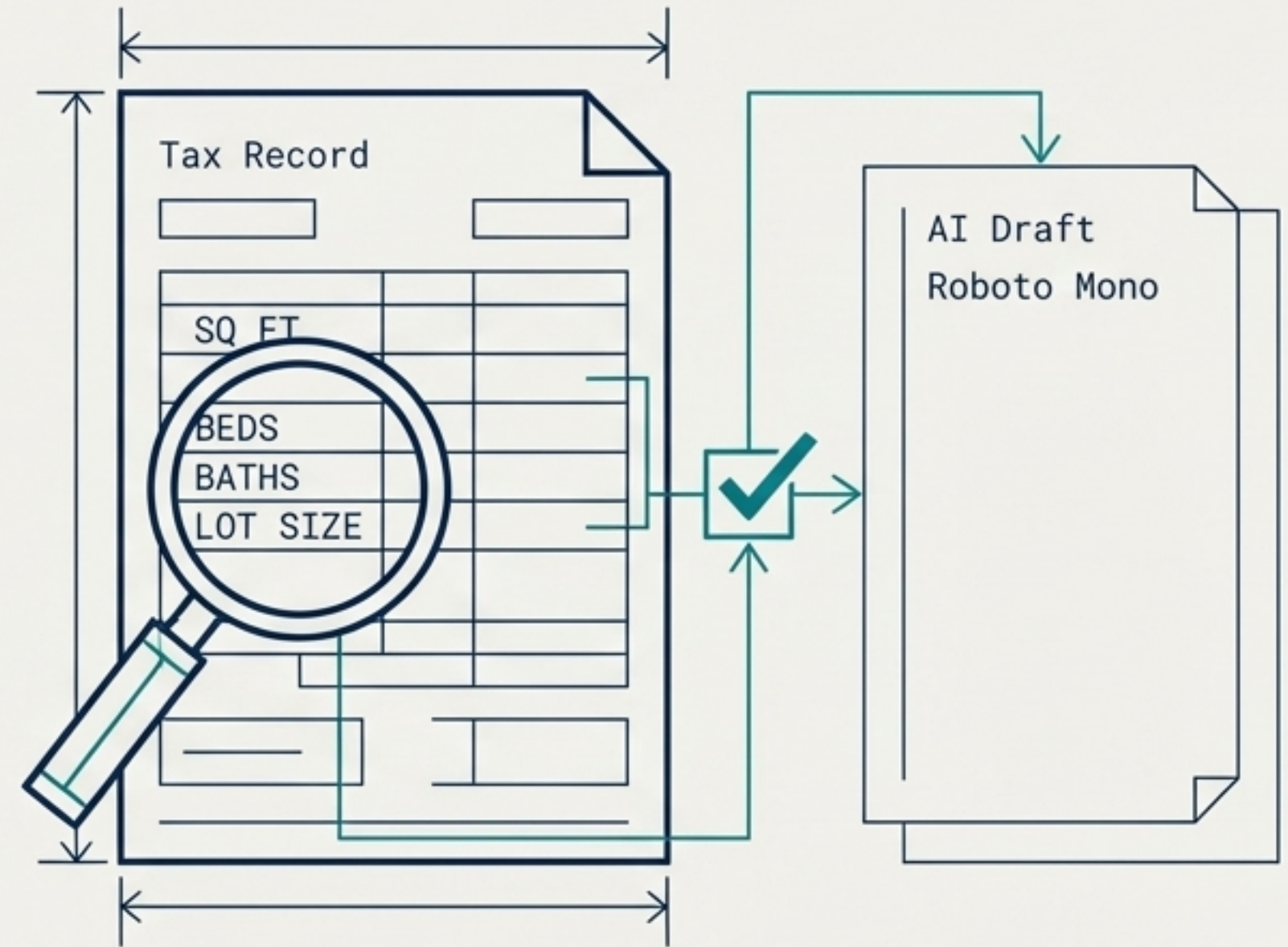
## What to check:

- Compare square footage, bed/bath counts, and lot size to tax records
- Confirm upgrades were explicitly verified by the seller, not inferred by AI

## Why it matters:

- AI generates language based on patterns, confidently stating inaccurate data if gaps exist in your prompt.

**The Rule: If you cannot point to a source that verifies the claim, remove it from the description.**



# Step 2: Fair Housing Language Review

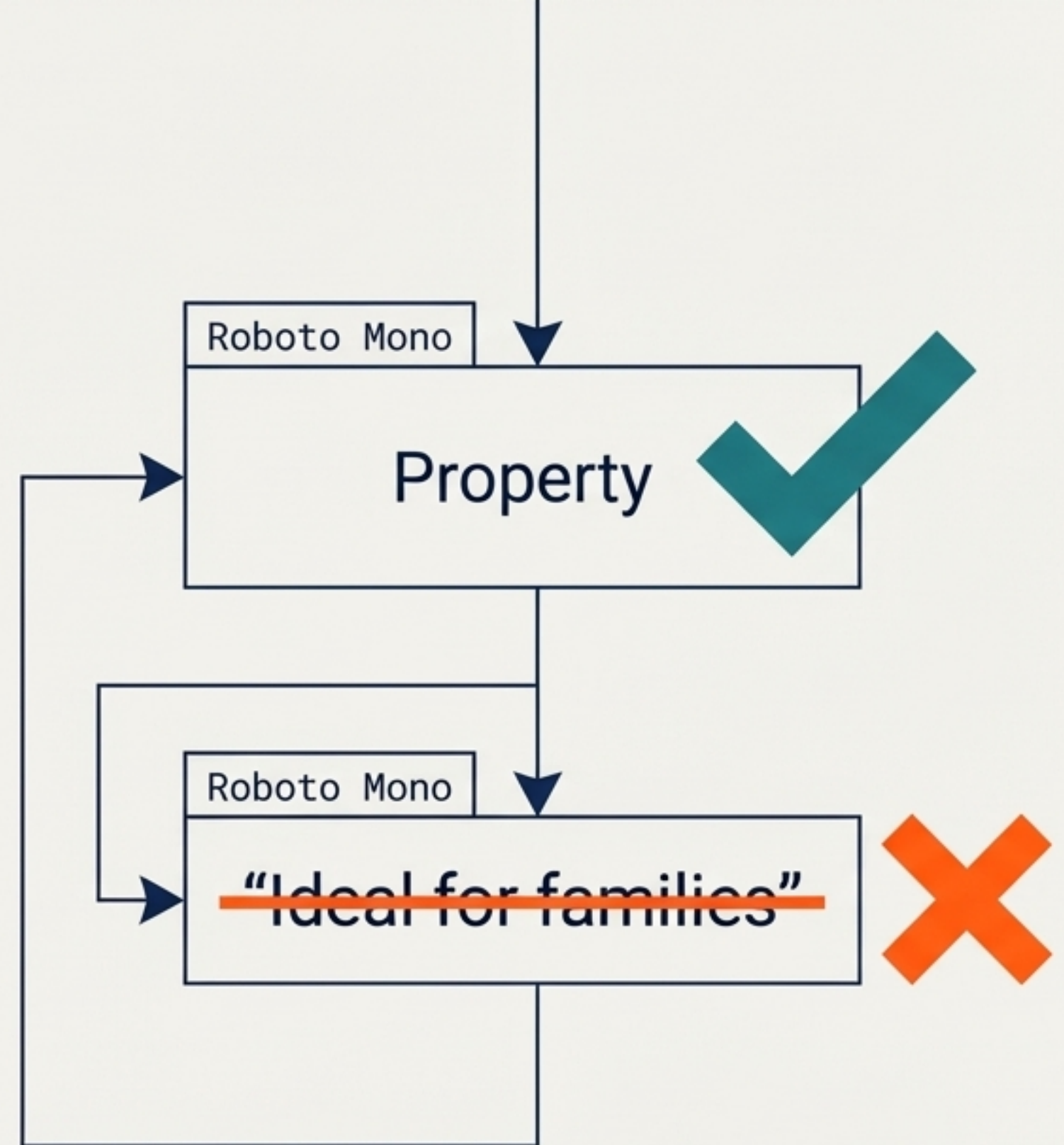
## What to check:

- Flag language implying resident demographics (e.g., “perfect for couples”)
- Remove subjective characterizations of schools or neighborhood identity

## Why it matters:

- Unintentional demographic signaling is a severe violation, and AI naturally mimics historically biased language patterns.

**The Rule:** Describe the property.  
Not the people who should live in it.



# Step 3: Assumption Audit

## What to check:

- Identify unprompted lifestyle language (“perfect for entertaining”)
- Look for unverified condition assumptions (“meticulously maintained”)

## Why it matters:

- AI fills missing input gaps with plausible fictions without alerting you that it made them up.

**The Rule:** Every specific claim in the description must trace back to something you provided or something you can verify.



# Step 4: Tone and Claims Check

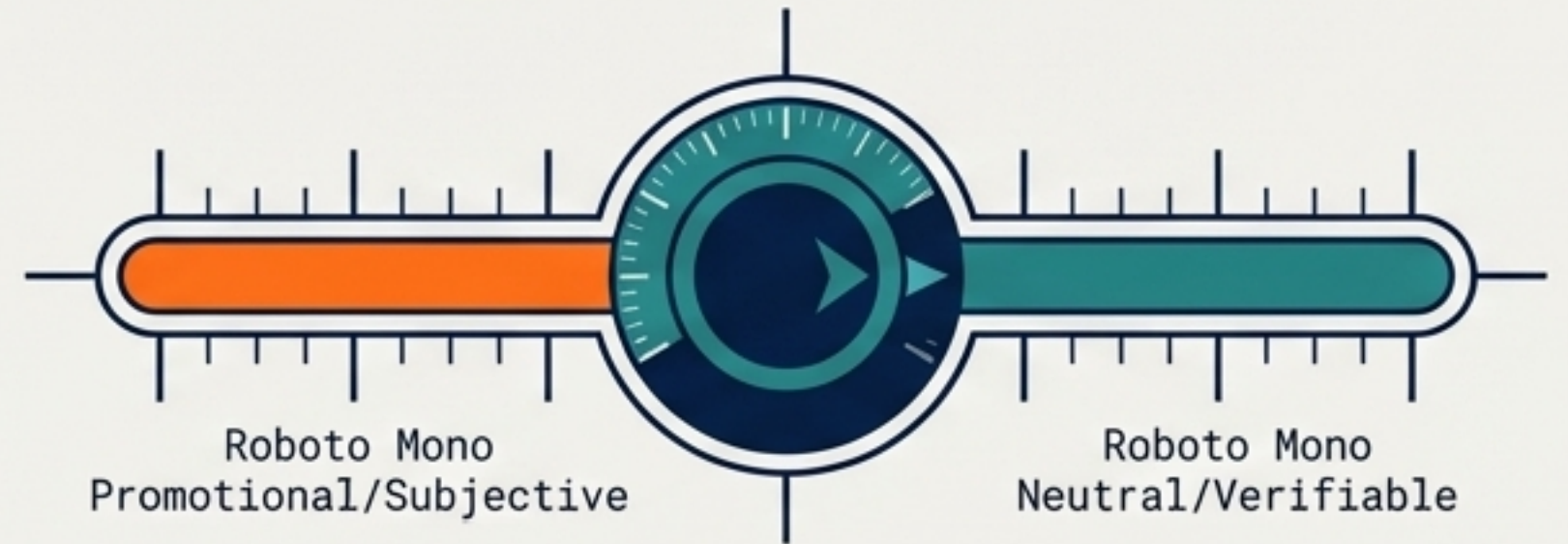
## What to check:

- Remove comparative superlatives (“best,” “finest”) lacking a defined basis
- Reframe unmeasurable proximity claims (“steps from everything”) into specific distances

## Why it matters:

- Unverifiable superlatives and urgency framing carry regulatory risk in professional advertising environments

**The Rule:** If a claim cannot be measured, documented, or sourced — **rewrite it in neutral, specific terms or remove it.**



# Step 5: MLS Compliance Confirmation

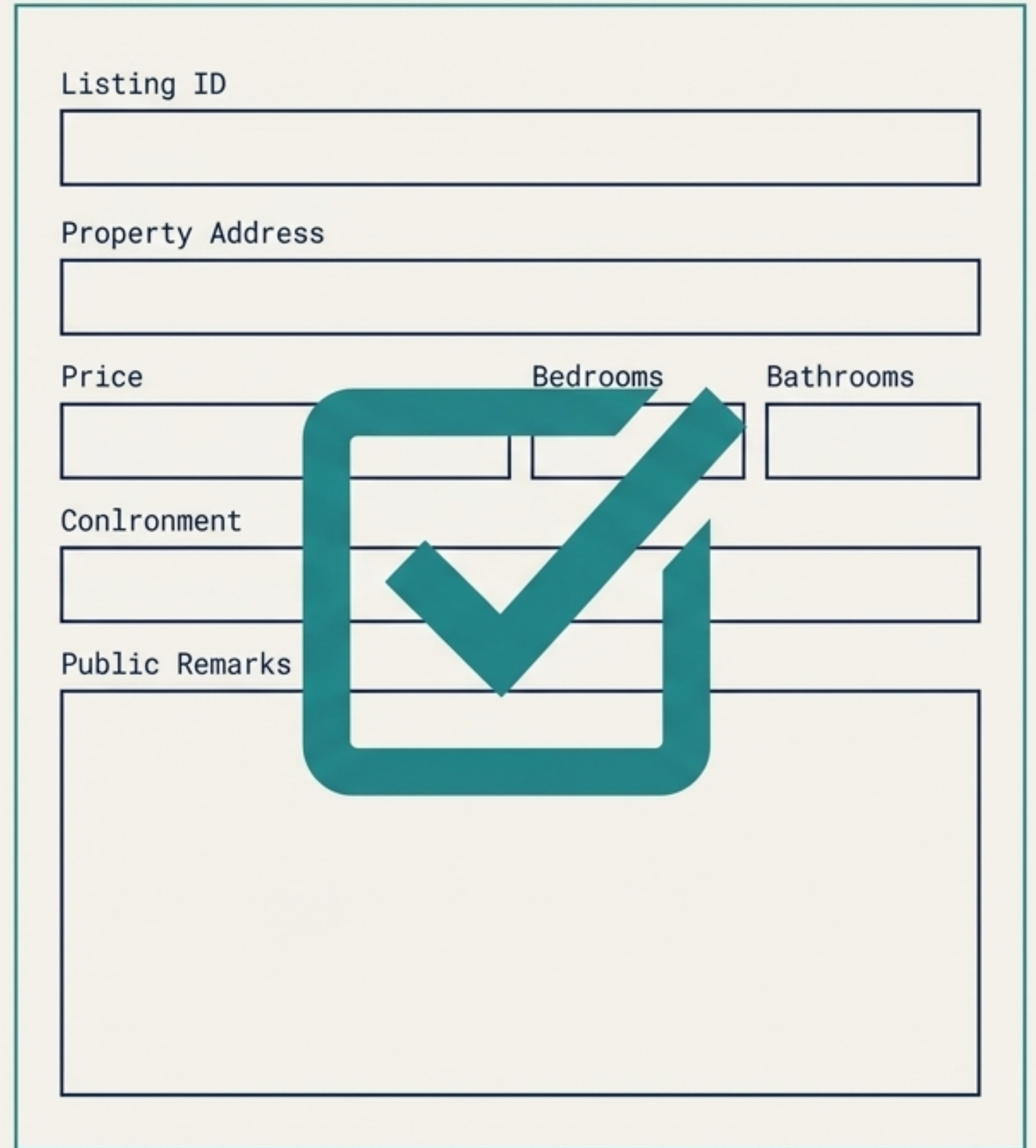
## What to check:

- Verify the text meets specific MLS character limits
- Ensure no URLs, agent names, or prohibited terms exist in public remarks

## Why it matters:

- AI has no knowledge of your specific local MLS rules or required disclosures, leading to immediate listing violations upon import.

**The Rule:** AI does not know your MLS rules. You do. Apply them before the description leaves your hands.



The image shows a form for MLS compliance confirmation. The form is enclosed in a teal border and contains the following fields:

- Listing ID
- Property Address
- Price
- Bedrooms
- Bathrooms
- Conlronment
- Public Remarks

A large teal checkmark is overlaid on the form, indicating that the listing is compliant.

# Step 6: Read-Aloud Test

## What to check:

- Read aloud from the perspective of a buyer's agent showing the property
- Evaluate if the language sets expectations the physical property cannot meet

## Why it matters:

- Visual scanning often misses persuasive but inaccurate language that a buyer could later reference as misrepresentation.

**The Rule:** The description is a representation of the property. It should be one a buyer's agent — and a compliance officer — could read without concern.



# Step 7: Broker Review and Sign-Off

## What to check:

- Submit the reviewed draft to a designated compliance reviewer
- Secure a dated sign-off or checklist confirmation prior to publication

## Why it matters:

- Unreviewed AI output operates outside brokerage oversight, creating undocumented exposure for the entire firm.

**The Rule:** The review process is not bureaucracy. It is the line between professional AI adoption and unmanaged exposure.

## BROKER COMPLIANCE CHECKLIST

LISTING ID: [12345678]

AGENT NAME: [J. DOE]

REVIEWER: [K. SMITH, BROKER]

DATE SUBMITTED: [2024-10-25]

- MLS Rules Verified (Character limits, Prohibited terms)
- Read-Aloud Test Completed (Accuracy & Expectations)
- Fair Housing Language Checked
- No Unauthorized URLs/Contact Info
- Brokerage Policy Alignment Confirmed



# Where the Process Breaks Down



Letting AI fill in unverified gaps



Publishing directly to the MLS without review



Using unstructured prompts



Skipping broker documentation

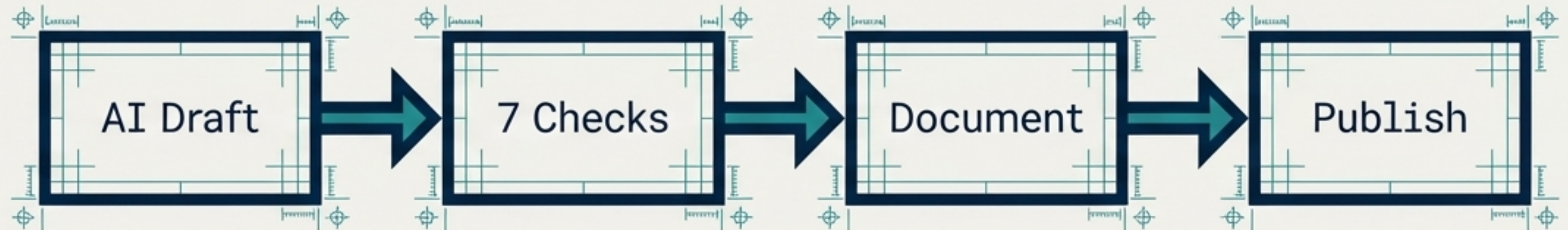
# Informal, Partial, and Undocumented

- Relying on a quick read because the draft “sounds good”
- Performing only one or two checks informally
- Leaving no broker-visible record of the review

## Common Practice

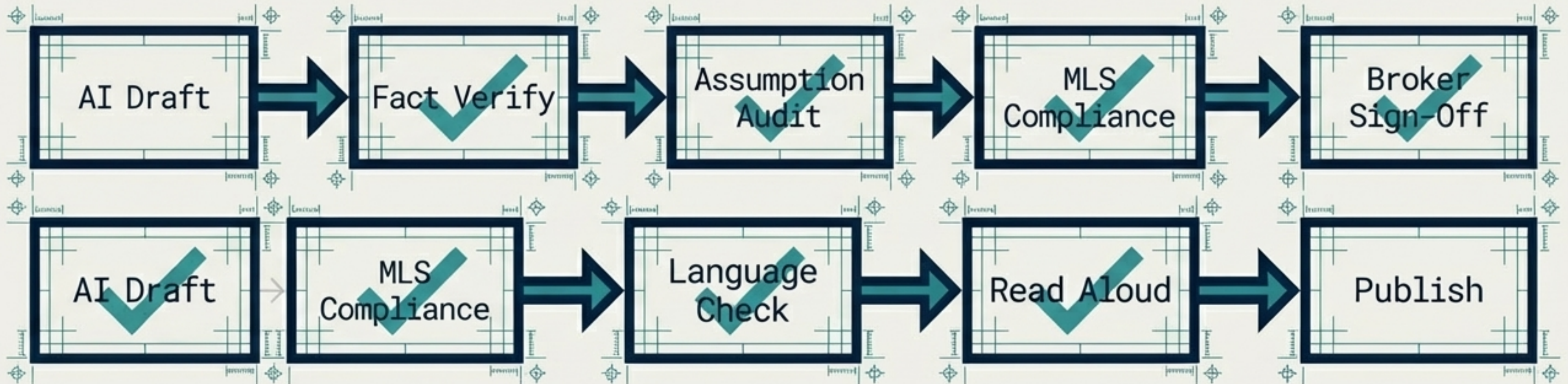


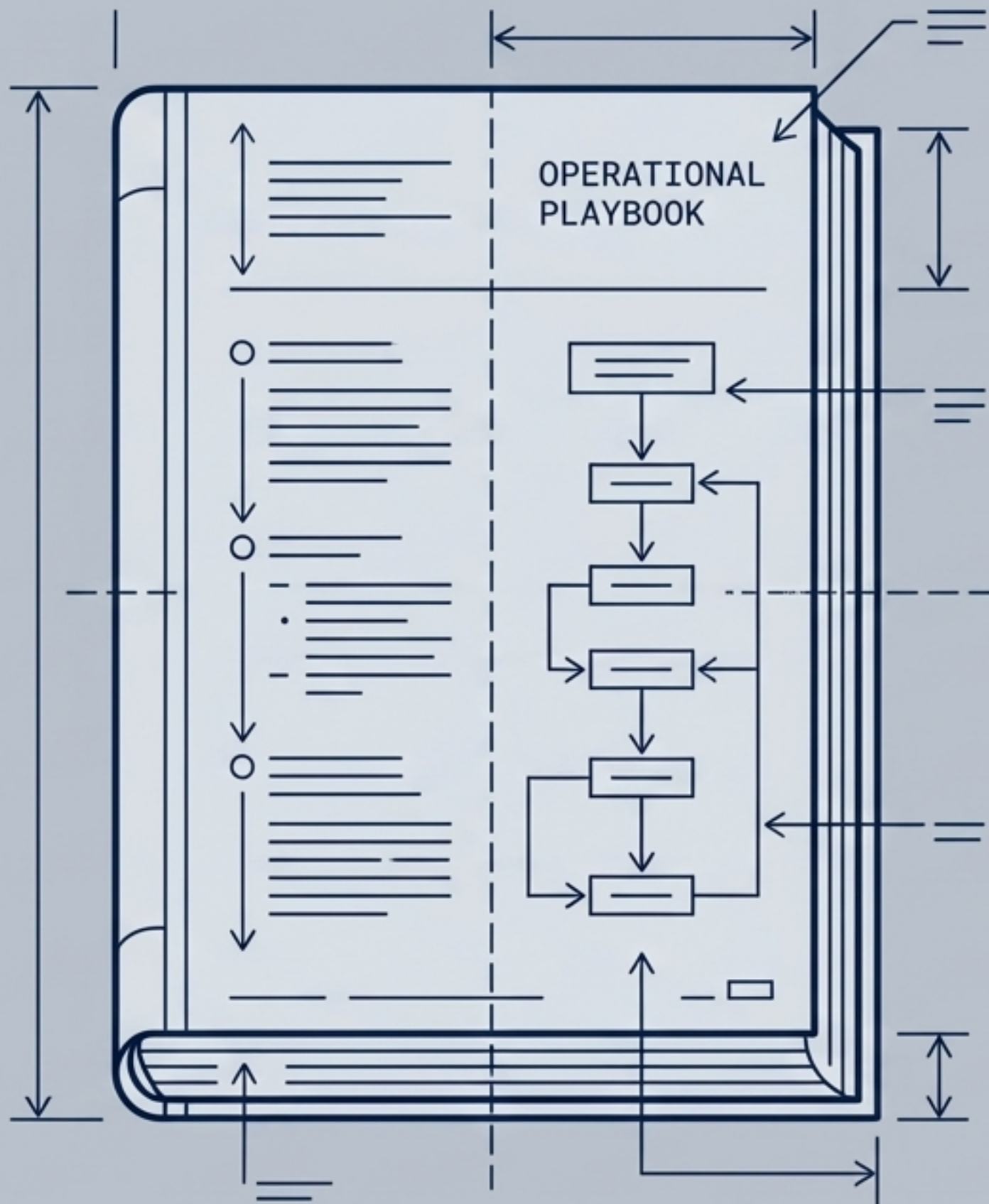
## Structured Practice



# A Repeatable, Broker-Legible Workflow

- Establishes consistency across all listings
- Provides broker visibility into AI use
- Reduces compliance and Fair Housing exposure
- Creates a documented review record



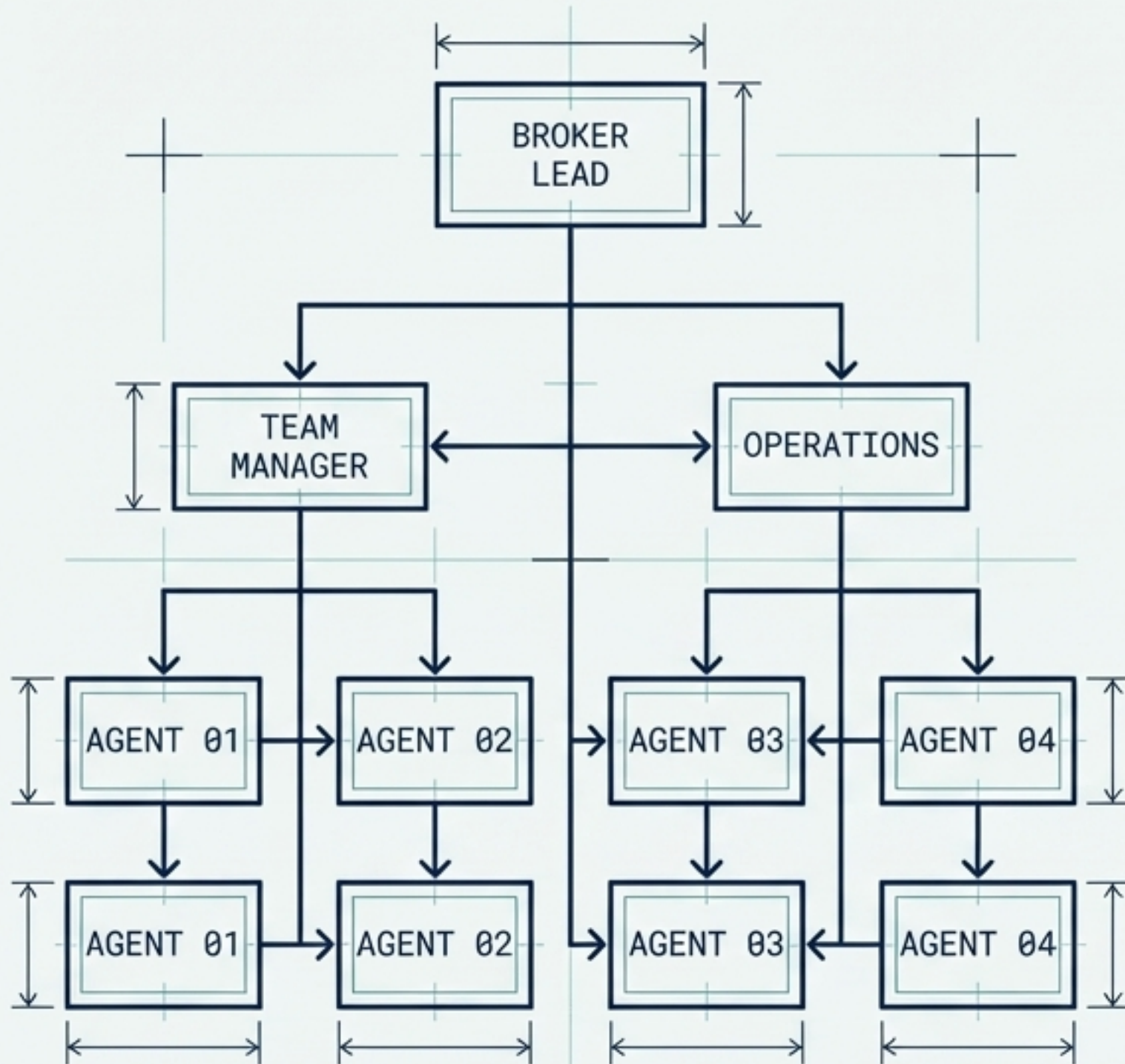


# Build This Into Your Practice

- This checklist is the final step in a structured process
- Full workflow covers prompt structure, review steps, and documentation standards
- Free guide available for licensed agents

👉 Download the free workflow guide at [getaiacademy.co](https://getaiacademy.co)

# For Teams and Brokerages



- Standardize this review process across all agents
- Create broker-reviewable documentation for AI use office-wide
- Structured implementation training available

👉 Explore team training at [getaiacademy.co](https://getaiacademy.co)