



# COMMON MISTAKES

BUILDING AN AI AGENT TO SUPPORT YOUR BUSINESS

AI is powerful, but it's not magic—and using it carelessly can waste your time or damage your reputation. Here are the most common mistakes real estate agents make with AI and how to avoid them.

## DON'T: COPY/PASTE AI CONTENT WITHOUT REVIEW

- **Why:** Generic content damages your brand
- **Do Instead:** Always personalize and fact-check before using

## DON'T: USE AI FOR REGULATED/LEGAL ADVICE

- **Why:** AI can make mistakes with serious consequences
- **Do Instead:** Use AI to draft, but have professionals review contracts and legal matters

## DON'T: FORGET TO DISCLOSE AI USE WHEN REQUIRED

- **Why:** Transparency builds trust
- **Do Instead:** Follow ethical guidelines for AI use in marketing

## DON'T: LET AI REPLACE HUMAN CONNECTION

- **Why:** Relationships are your competitive advantage
- **Do Instead:** Use AI to create more time for face-to-face interactions

## DON'T: IGNORE AI HALLUCINATIONS

- **Why:** AI can confidently present false information as fact
- **Do Instead:** Add guardrails in your prompts or custom instructions

## RELY ON AI FOR CURRENT MARKET DATA

- **Why:** AI has knowledge cutoff dates and doesn't access real-time MLS data
- **Do Instead:** Export your own data and upload it to AI for analysis

## DON'T: USE AI WITHOUT TEACHING IT YOUR STANDARDS FIRST

- **Why:** Garbage in, garbage out
- **Do Instead:** Invest time upfront to train AI properly

## DON'T: USE REAL ESTATE CLICHÉS

- **Why:** Overused phrases make your content blend in rather than stand out
- **Do Instead:** Use specific, descriptive language that reflects your unique voice and the actual property features

## DON'T: IGNORE DATA PRIVACY

- **Why:** Client information must be protected
- **Do Instead:** Never upload confidential client data, financial details, or personal information without permission