

# POLISHING AI OUTPUT

BUILDING AN AI AGENT TO SUPPORT YOUR BUSINESS

AI gets you 80% there. Your expertise makes it 100%. Welcome to **The Polish Step**. This is where you transform AI's draft into YOUR professional content.

**Remember:** The best AI content is when people can't tell AI was involved because it sounds exactly like you.

## YOUR POLISH CHECKLIST

### REMOVE GENERIC AI PHRASES

- "Delve into" → "Explore" or remove entirely
- "Landscape of" → "Market" or be more specific
- "It's worth noting that" → Just state the fact
- "At the end of the day" → Remove or rephrase
- "Game changer" → Use specific benefits instead

### VERIFY ALL FACTS, NUMBERS, AND CLAIMS

- Square footage matches listing
- School district information is current
- Market statistics are accurate
- Property features are correct
- HOA fees and tax amounts are verified

### ADD YOUR PERSONALITY

- Your humor (if that's your style)
- Your warmth and empathy
- Your unique perspective or story
- Your specific call-to-action style

### ADD SPECIFIC LOCAL DETAILS AI WOULDN'T KNOW

- Actual distances ("5-minute walk to Main Street" not "close to downtown")
- Local landmarks only locals know
- Specific school names and ratings
- Neighborhood characteristics you've observed
- Recent developments or upcoming projects

### ENSURE FAIR HOUSING COMPLIANCE

- No references to family status, age, or demographics
- No discriminatory language about neighborhoods
- Focus on property features, not "ideal buyer"
- See compliance guides (provided) for detailed review

### READ IT OUT LOUD

- If it doesn't sound like something you'd actually say, revise it
- AI can be overly formal or overly casual—adjust to your natural voice