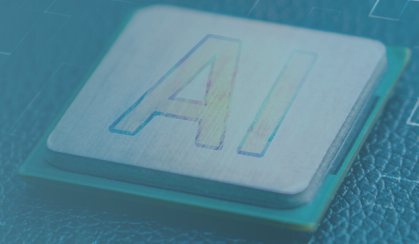


# DO'S & DON'TS OF USING AI

AI is a very useful tool that can benefit real estate licensees and clients, but please remember that AI does not have a real estate license. Ultimately, it is YOU, the licensee, that is responsible for your use of AI. Here are some do's and don'ts for using AI in your practice:



## THE DON'TS: RED LINES AND RISKS

**Don't Input Confidential Client Information:** Alabama law requires licensees to keep confidential information given in confidence. Entering names, social security numbers, financial data, or specific contract terms into public AI tools violates your fiduciary duty. Most public models retain user input as training data, meaning you may inadvertently expose protected personal identifying information (PII).

**Don't Release AI-Generated Material Without Human Review:** Alabama law prohibits licensees from acting negligently when conducting licensed activity. AI is certainly not perfect and often provides inaccurate or deceiving information. Any information disseminated from AI should be fact-checked by the licensee.

**Don't Use AI-Enhanced Photos to Misrepresent Reality:** Alabama law states a licensee cannot publish or cause an advertisement to be published which in any way creates a misleading impression. You must not use generative AI to alter structural elements, hide defects, or change permanent features of a home.

**Don't Treat AI as a Legal or Regulatory Authority:** If you have questions about complying with license law, remember AI is not authoritative. Ask your qualifying broker if you need advice on complying with license law, and if the qualifying broker does not know the answer, please contact AREC's legal staff for compliance questions.

## THE DOS: COMPLIANT BEST PRACTICES

**Do Maintain a "Human in the Loop" Approach:** Use AI strictly as an administrative drafting assistant or brainstorming partner, never as the final decision-maker. A human must manually review, proofread, and verify every single output for factual accuracy and tone.

**Do Fact-Check Every AI Property Comp:** If using AI tools for a Comparative Market Analysis (CMA), please manually verify every suggested comp. AI cannot account for localized nuances like street noise, curb appeal, or neighborhood amenities.

**Do Use Enterprise-Grade or "Opt-Out" AI Platforms:** When you must use AI for business operations, look for providers that allow you to opt out of data-sharing and model training. Treat AI with the same security caution you would treat email.

**Do Establish Brokerage-Wide AI Use Policies:** AREC heavily encourages qualifying brokers to develop formal office guidelines. These should dictate which platforms are permitted, mandate routine staff training, and outline the consequences for mishandling proprietary MLS or client data.

**AI IS A TOOL. YOU ARE THE PROFESSIONAL.**