

Ai Safety in Real Estate

A Quick Guide for Real Estate Teams Using AI Tools Responsibly

Why It Matters

AI tools like ChatGPT and Zapier are powerful time-savers — especially in leasing, real estate marketing, and admin workflows. But when dealing with tenant info, contracts, or financial details, **privacy and professionalism must come first.**

AI Use That's Generally OK

Here are ways AI can safely assist your real estate team:

- Writing or rewriting listing descriptions
- Drafting appointment confirmations or follow-ups
- Creating tenant FAQs or move-in checklists
- Summarizing meeting notes or inspection reports
- Automating task reminders or inbox routing

AI is great for content — just keep personal data out of the equation.

AI Use That's **Not OK** in Real Estate

Avoid using AI tools to:

- Input or analyze tenant names, applications, or background checks
- Generate lease agreements or handle rent/contract terms
- Process repair requests with identifiable tenant info
- Discuss disputes, evictions, or sensitive tenant history
- Use AI for negotiations or client decisions

AI tools are **not compliant with landlord-tenant laws or fair housing standards** — and cannot process tenant data safely.