



FREE FIELD RESOURCE

SAMPLE AI GUARDRAILS FOR REAL ESTATE TEAMS

Agents are already using AI. Clients are already bringing AI-generated answers. Your brokerage needs a clearer way to steer the conversation.

WHY THIS MATTERS NOW

AI is now an operating issue, a client-experience issue, an agent-productivity issue, and a team-continuity issue. Google has already changed how search works. Clients are already using AI to research homes, neighborhoods, offers, and the process. Agents are already using AI for listing copy, follow-up, local content, and client communication.

The question is not whether AI enters the transaction. It is whether your agents know how to steer it.

CLIENTS USING AI IS NOT THE PROBLEM. UNPREPARED AGENTS ARE.

The best agents will not fight the client's new independence. They will steer it - helping clients separate what is useful, what is generic, what needs local context, and what needs professional judgment. Your job is not to keep the client dependent. Your job is to become the captain who helps them use better information to make better decisions.

THE BASIC GUARDRAILS

- 01** Do not paste private client information into public AI tools.
- 02** Review AI-assisted listing copy before publishing.
- 03** Watch for AI slop: generic, vague, off-brand, unsupported output.
- 04** Use AI to prepare better client conversations, not replace them.
- 05** Use AI to create resources: time, money, focus, and energy. If it does not, question whether it should be done.

HOW TO STEER CLIENT AI RESEARCH

- 01** Validate: is the AI answer actually correct for this client and property?
- 02** Localize: add neighborhood, market, and process context AI cannot know.
- 03** Contextualize: connect generic output to this client's real decision.
- 04** Translate: turn AI output into professional, local judgment.
- 05** Encourage: help the client use better information to decide with confidence.

WHAT AGENTS SHOULD AVOID

- 01** Pasting private client information into public AI tools.
- 02** Publishing AI listing copy without reviewing it first.
- 03** Shipping AI slop: generic, vague, off-brand, unsupported output.
- 04** Treating AI as authority on contracts, law, valuation, or fair housing.
- 05** Letting AI replace the client conversation instead of preparing for it.

WHEN TO ASK THE BROKER FIRST

- 01** Contracts, addenda, or negotiation strategy.
- 02** Financial details, financing, or tax implications.
- 03** Fair housing-sensitive language or protected-class topics.
- 04** Anything referencing schools, safety, demographics, or property condition.
- 05** Confidential client strategy or private financial data.

Risk reduction, not risk transfer.

GUARDRAILS ARE THE STARTING POINT. BROKERAGE VELOCITY IS THE OPERATING RHYTHM.

Brokerage Velocity helps brokerages filter the signal from AI noise and turn it into precise monthly action. Every month, your team gets:

- ✓ Monthly AI Velocity Update video
- ✓ Custom Agent Q&A video
- ✓ Live opportunity for agents to submit questions and get real answers
- ✓ Up to 30 agent questions answered monthly
- ✓ Workflow of the Month
- ✓ Brokerage-specific prompt-library additions
- ✓ Broker Velocity Guardrail Memo
- ✓ Q&A answer bank
- ✓ Prompt library retained if canceled

WANT THE MONTHLY AI OPERATING RHYTHM BEHIND THIS?

Founding access: \$997/month while active. Cancel anytime. No contract. Planned post-founding price \$2697/month.

<https://velocity.aiacceleration.ai/brokerage-ai-velocity>

Built by AI Acceleration - led by operators with almost 400 mobile home units acquired and thousands of real estate professionals helped through live classes and online AI education.

This memo is educational and operational. It is not legal advice, compliance certification, fair housing certification, or a guarantee that any AI output is compliant. Agents and brokerages remain responsible for reviewing, verifying, approving, publishing, and using all AI-assisted outputs.

