



10 Biggest Mistakes Real Estate Agents Make When Using AI & How To Fix Them



2025 LEAD GEN SECRETS SERIES

Top 10 Biggest Mistakes Real Estate Agents Make With AI Tools And How To Correct Them

Whether using [Scout](#) to find and engage your ideal customers, or another AI tool for any other purpose, be sure to keep these best-practices in mind. These are the 10 biggest mistakes and how you can avoid them.

1. Overlooking Data Accuracy

✗ Failing to verify data or not requesting citations for AI's response is the number one pitfall for many users, not just real estate agents.

✓ Always ask for the source of the reply and whether there are alternatives or newer citations.

2. Treating The First Response As The Final Response

✗ Treating AI insights as certainties rather than a first draft can lead to suboptimal results.

✓ Provide feedback and ask AI to refine or improve its output for better results.

3. Ignoring Customization

✗ Using generic AI outputs or templates without tailoring them to your market or audience.

✓ Personalize AI-generated messages with instructions about your brand and niche.

4. Failing to Understand AI Limitations

✗ Assuming AI can handle every aspect of your real estate business flawlessly.

- ✓ Recognize where human expertise is necessary and use AI as a supplement, not a replacement.

5. Relying Solely on Automation

- ✗ Completely automating client communication, losing the personal touch.
- ✓ Blend automated and personal interactions to build relationships.

6. Neglecting Regular Training

- ✗ Using AI tools that aren't updated with current market trends or regulations.
- ✓ Provide instructions about specific market trends when they are important.

7. Underestimating the Time Investment

- ✗ Believing AI will instantly save time without an initial setup and learning curve.
- ✓ Allocate time for onboarding, training, and refining AI usage to maximize its value.

8. Ignoring Compliance and Legal Standards

- ✗ Using AI-generated content without ensuring it adheres to local real estate regulations.
- ✓ Review all outputs to meet FHA compliance, fair housing guidelines, and ethical standards in your market.

9. Not Setting Clear Goals

- ✗ Using AI without clear objectives or measurable outcomes.
- ✓ Define specific goals for each AI application (e.g., lead gen, client follow-ups).

10. Skipping A/B Testing

- Assuming AI-generated strategies or messages will work perfectly the first time.
- Use A/B testing to compare different versions of messages, campaigns, or guidance and refine for better results.