

You're Not Behind. You're Invisible.

AI for real estate agents · Southland Regional Association of REALTORS® · Connor MacIvor, DRE #01238257 · 27 years licensed · 23 years LAPD · writing code since 1983

THE THREE THINGS

1. You're not behind. You're invisible.

82% of agents already use AI. You're even, not behind. Even is worse. The gap is that almost nobody is findable by the thing clients now ask.

2. AI drafts. You verify. You sign.

You can't fire it, sue it, or depose it. Every number that reaches a client gets checked by the person holding the license.

3. One workflow. 30 days.

Not twelve tools. Nine subscriptions in one night is how this fails. Pick the hour of your week you hate most and solve exactly that.

SIX RULES THAT PROTECT YOUR LICENSE

1 Describe the house. Never the buyer.

AI writes to a persona by default. "Perfect for young families," "great starter neighborhood," "best area for families" are familial status violations. Video transcripts are crawlable forever.

2 If it's not already public, it doesn't go in the box.

A paid plan is not a compliance plan. No executed contracts, pre-approvals, listing agreements, client emails or financials in consumer AI accounts. Get your broker's written policy.

3 Inbound is a receptionist. Outbound is a lawsuit.

AI answering a call the consumer placed is fine. AI dialing a list without prior express written consent is a TCPA claim with statutory damages per call. California also requires you disclose it isn't human.

4 Furnish the room. Never fix the house.

CA AB 723 + CRMLS Rule 11.5.2, effective Jan 1, 2026. Label it in the photo description field ("digitally enhanced," "digitally altered," "virtually staged") and post the unaltered original immediately before or after. Adding, removing or changing anything real is out; AI landscaping is named specifically. Warning first, then \$250.

5 AI drafts. You verify. You sign.

Square footage, HOA dues, taxes, zoning, permits. A chatbot quoted an outdated HOA figure with total confidence. The buyer closed. The licensee ate it.

6 A remix is still someone else's photograph.

Feeding another photographer's images or another agent's copy into a model to make "your" version does not launder it.

EVERY REAL USE IS ONE OF THREE JOBS

JOB	WHAT IT COVERS	HOW MUCH YOU TRUST IT
DRAFT	Listing copy, emails, scripts, follow-up, social captions	High. Worst case is bad writing.
RETRIEVE	Deadlines out of a contract, summarizing an inspection report, math on your own MLS export	Verify every figure. This is where the money is.
DO	Answering the phone, booking showings, updating the CRM, filing documents	Low. This is where the lawsuits live.

Most agents are stuck at DRAFT, which is why AI feels like a toy. Move up one level. Not three.

Getting found by the machine.

What ChatGPT actually cites when someone asks who the best agent is.

THE DATA

SOURCE CHATGPT CITED	SHARE OF 1,567 CITATIONS
Google Business Profile / Maps	57.6%
The business's own website	40.5%
Local news / editorial	1.4%
Real estate portals & directories	0.5%
Zillow · Realtor.com · Redfin · Trulia	0

Omni Eclipse, 2026 Real Estate AI Search Report. 334 ChatGPT answers, 253 queries, 197 markets, April–May 2026. Published by a firm that sells AI visibility services, so discount accordingly. Then run the search yourself, which costs nothing.

49.8%

of named slots went to **individual agents**. Teams 24.1%. Brokerages 22.8%. This is not a game the big brand wins by default.

99.4%

of businesses named appeared in **exactly one market**. There is no national winner. Hyperlocal wins.

47.6%

of stated reasons cited **years in business**. Review counts 52.7%. Sales volume 45.2%. Star ratings 40.7%. Your tenure is finally an asset a machine can read.

FOUR MOVES. THREE ARE FREE. DO THEM IN ORDER.

- 1

Google Business Profile
57.6% of everything it cited. Complete every field. Real photos, no stock. Post weekly. Most agents haven't touched it since 2019.
- 2

Say the same thing everywhere
Identical name, brokerage spelling, photo, specialty and zip codes across Google Business, your site, LinkedIn, Zillow, Yelp. Every mismatch is static that makes the machine less certain you're one person.
- 3

Reviews with words in them
"Great, five stars" is worthless to a machine. "Sold our Saugus house in 11 days over asking" is a ranking signal. Ask clients to name the city, the neighborhood, the property type.
- 4

Answer real questions on your own site
Use actual questions as page headings. "What does it cost to sell a house in Santa Clarita?" Questions, not keywords. Answer in short, clean, scannable blocks.

90 DAYS, ONE THING AT A TIME

WINDOW	THE SINGLE FOCUS	WHAT TO BUY	HOW YOU KNOW IT WORKED
Days 1–30	Automate the hour of your week you hate most	One AI subscription, \$20/mo. That's it. Load it with your listing presentation, best past copy, objection scripts.	You got hours back and you can name them . If you can't name them, it didn't work.
Days 31–60	Get findable. The four moves above.	Nothing required. A clean fast website if you don't have one.	Ask ChatGPT who the best agents in your market are. Look for your name in the answer or the citations.
Days 61–90	Now connect two systems together	One visual automation account, roughly \$9/mo.	Your measured response time to a new lead. Not your feelings about the tool.

Ignore all of this for 90 days: thousand-dollar AI courses, AI avatars and video clones, outbound AI cold calling, and any tool whose pitch starts with "imagine if" instead of a job you already do. Don't retrofit a solution onto a problem you don't have.

SantaClaritaArtificialIntelligence.com

Text your name to **661-400-1720** and I'll run it through five AI engines and send back exactly what they say about you. Four minutes. No charge. connor@santaclaritaartificialintelligence.com