



The RealtyAI Playbook

FREE CHECKLIST · FOR TEXAS AGENTS

The Agent's AI Content *Legal Checklist.*

24 quick checks to keep your AI-assisted content safe in 2026
— so a strike, a takedown, or a complaint never catches you off guard.

How to use this checklist

The platforms changed the rules in 2026 — AI detection, copyright strikes, and account terminations are all up. This is a plain-English checklist for agents who make content, so you can keep posting with confidence.

Run through it once for your **workflow**, then keep it handy for any post that uses AI, someone else's footage, or names a real person. Check the boxes you've covered; the empty ones are your next move.

This is education, not legal advice — when something's high-stakes, loop in your broker and your own attorney.

01 Own your audience — don't rent it

A platform can remove your account at any time. The people who actually convert are the ones you can reach without it.

- ☐ Start an email list today — even a free newsletter signup on your site or link-in-bio.
 - ☐ Offer something worth an email: a buyer guide, a market update, a neighborhood cheat sheet.
 - ☐ Export and back up your contacts regularly so your audience lives somewhere you control.
 - ☐ Treat every platform follower as a lead to move onto your owned list, not a number to admire.
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02 Prove a human made it

Platforms now use AI to flag "AI slop" — and they sometimes flag real, human-made work by mistake. Keep evidence that a person authored and reviewed it.

- ☐ Save the prompt, the first draft, and your edits for AI-assisted videos and posts.
 - ☐ Keep a simple record of who reviewed and approved each piece before it published.
 - ☐ Add genuine human value on top of any AI draft — your voice, your local knowledge, your edits.
 - ☐ Note the tools you used (script, voice, captions) so you can show your process if questioned.
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03 Use footage and music cleanly

"Fair use" is a courtroom defense, not a platform shield — a copyright strike can stick regardless. Reaction and clip-heavy content is the highest-risk lane.

- ☐ Use stock, licensed, or your own footage and music — and keep proof of the license.
 - ☐ Don't assume reacting, reviewing, or "it's just news" makes someone else's clip safe to use.
 - ☐ Get written permission before building content around another creator's video.
 - ☐ When you cite a number or a source, say it out loud on camera, not just on screen.
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04 Talk about people carefully

Negative or false statements about a real person or business can invite a lawsuit. Truth and a neutral tone are your best protection.

- ☐ Stick to facts you can back up; keep commentary fair and non-derogatory.
 - ☐ Avoid naming and criticizing specific competitors, brokerages, builders, or individuals.
 - ☐ Ask your insurance agent whether you carry errors-and-omissions / defamation coverage.
 - ☐ If you review a product or service, be accurate and avoid sweeping negative claims.
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05 Stay TREC & Fair-Housing clean

Compliance is part of being brand-safe — it protects your license and keeps brands willing to work with you.

- ☐ Skip superlatives like "best," "#1," "top," "expert," or "guaranteed."
 - ☐ Describe the home and the area — never who "should" or "shouldn't" live there.
 - ☐ Show your broker's name where your advertising rules require it (for many, the end card).
 - ☐ Disclose AI assistance honestly when it's used to create the content.
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06 Build it like a business

The agents who win long-term treat their content as an asset — clean ownership today makes everything (including a future sale) easier.

- ☐ Keep a clean chain of title: own or license every clip, image, and music track you use.
 - ☐ Set up the right business structure and contracts as you grow (talk to your own advisors).
 - ☐ Diversify beyond ads and referrals — list, newsletter, community, and repeatable systems.
 - ☐ Think a few moves ahead: what would a buyer of your business want to see in your files?
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Stay safe — and stay *consistent*.

The RealtyAI Playbook turns this into a repeatable, compliant content system built for Texas agents — so the safe way is also the easy way. Founding members get first access.

realtyaiplaybook.com →

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