

# AI ON THE MARKET

This listing looks nice, right?



These photos are actually **AI-generated**. AI scamming in the housing market has become more common, and harder and harder to spot as AI technology gets better. Here are some tips to spot AI-generated listings in the housing and rental market:

## General ways to protect yourself from scams

1

### Generic or unrealistic photos

AI-generated images might lack personal touches or have inconsistencies if you look closely.

2

### Reverse image search

Use reverse image search tools like Google Images to make sure property photos have not been used for unrelated listings.

3

### Unusual listing details

Be wary of listings with vague or overly detailed descriptions that don't match the images.

4

### Request additional information

Ask for more information about the property, such as recent photos or a live video tour.

5

### Visit the property in person

Whenever possible, physically visit the property before making any payments or signing contracts.

6

### Trust your instincts

If something feels off or too good to be true, trust your instincts. Take your time to thoroughly evaluate the listing and consult with real estate professionals or trusted individuals for advice.



### See it, don't believe it

Avoid putting money towards a house unless you or a loved one has seen the property.



### Trust your gut pt.2

Try comparing property prices to ensure the price is adequate for the area.



### Don't shop blind

Make sure not to apply to any online applications without knowing the property manager.



### Be patient

While we understand not everyone can afford to take time, if the landlord is pressuring you to make a decision or pay, it may be a scam.



### Use only trusted sources

Avoid using any site that doesn't verify landlords and their properties. If you are using a site that already does, choose the properties from a verified account over other properties.