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:

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.

---

**General ways to protect yourself from scams**

- **See it, don’t believe it**
  - Avoid putting money towards a house unless you or a loved one has seen the property.

- **Reverse image search**
  - Try comparing property prices to ensure the price is adequate for the area.

- **Be patient**
  - Make sure not to apply to any online applications without knowing the property manager.

- **Trust your gut pt.2**
  - If the landlord is pressuring you to make a decision or pay, it may be a scam.

- **Don’t shop blind**
  - 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.

- **Visit the property in person**
  - Whenever possible, physically visit the property before making any payments or signing contracts.

- **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.

---

Abria Hamberg, Marco Lima, Stephanie Munthe

The Information Project