OKLAHOMA
Real Estate Commission

AI, Technology, and Advertising

Effective November 1, 2026

The Rule:

Under 605:10-9-1(g), a broker is responsible for all real estate-related activities of any unlicensed assistant, "including virtual or remote assistants, and any software-based tools (including chatbots, Artificial Intelligence Models, and Generative AI) used to perform functions related to real estate services."

Between the Lines:

Associates *share* this responsibility. Under 605:10-11-1(c), the licensee who uses the rule is responsible, too. Picking up a tool on your own does not shift the risk to your broker — it puts **both of you on the hook.**

If your office uses any of these, the rule *already applies to you:*

- Listing descriptions, social posts, or emails.
- AI answering services, and call or text follow-ups.
- AI-drafted client emails and transaction updates.
- Virtual or offshore assistants working your files.
- AI-assisted contract drafting or contract completion.
- Chatbots that answer leads.
- Pricing, CMA, and valuation tools.
- CRM and transaction platforms with AI built in.
- Virtual staging and photo manipulating.

The Test: If a *human* would need a license to do the work, ***you and your broker are responsible for it.***

The next page includes some **important and specific dos and don'ts** regarding the use of AI and other new technologies, particularly in advertising and communications, but here's a short **checklist** to help:

- ☐ Is every fact **provably true** for this property?
- ☐ Are these photos of the **actual** property, and are **all edits disclosed**?
- ☐ Would my wording and my audience targeting pass **Fair Housing** scrutiny?
- ☐ Has my **broker approved** the tool, process, or approach I'm using?

This document is for informational purposes only and is not for legal advice.
Licensees should consult their broker, legal counsel, and E&O insurance provider regarding specific business practices.

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A Blind Spot: False Advertising

Do:

- Read every AI-written listing, post, and ad *before* it goes live.
- Check every fact against the property, including room count, features, upgrades, square footage *(§858-515.1)*, lot size, and school assignments.
- Clearly disclose virtually staged or digitally altered photos.
- Use photos of the actual property or unit being advertised.
- Ask your broker before launching a new ad platform, format, or AI campaign.

Don't:

- Post any content that was made up or exaggerated. That's false and misleading advertising *(605:10-9-4(a)(5))* and can be considered substantial misrepresentation *(§858-312(2))*.
- Use photos of a different unit, even if it's an identical unit, without disclosing it.
- Use content or targeting tactics that steer by a protected class. Fair Housing regulations include protections for who sees (or doesn't see) the ad, not just what it says. *(605:10-9-4(a)(4))*.

Licensees Using AI & New Technologies

Do:

- Get your broker's approval before you start using any new tool, app, or platform.
- Stick to the tools your brokerage has approved.
- Keep copies of what you publish and send.
- Tell your broker right away if a tool sends something wrong to a client or the public.

Don't:

- Let a chatbot solicit or negotiate for you without your broker knowing it is running.
- Type confidential client information into a tool that learns from what you enter. That includes motivation, price limits, and personal circumstances *(858-353(A)(4))*.
- Let a tool write contract language or answer contract questions.

Checking the Rules:

Do:

- Check what a rule says in the current Code and Rules book.
- Ask your broker before acting on anything a tool tells you.
- Contact **OREC** at **help@orec.ok.gov** if you're unsure.

Don't:

- Trust an AI agent or tool's answer on Oklahoma law. AI tools often mistake Oklahoma laws with laws from other states, or assume NAR or MLS policies are laws. AI agents also — often — *completely hallucinate* things that are neither law *nor* policy.

The Broker's Role

Do:

- Know every tool in use in your brokerage.
- Put a written approval process and an approved tool list in your policy manual.
- Train associates on the policy and spot-check their AI-generated advertising.
- Ask vendors where your data goes and what happens to your records if you stop using the service.
- Plan for a vendor data breach — it becomes your notice obligation *(605:10-13-1(o))*.

Don't:

- Assume a tool is the associate's problem. Under *605:10-9-1(g)*, it is *your* problem.
- Let associates adopt tools on their own with no policy in place.
- Wait for a complaint to find out what your associates are doing.

When in doubt, **ask your broker** before it goes out.

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