

2026 Calendar

Georgia Instructor
Training Workshop GIT
July 21 – 23, 2026
DeKalb Board
Tucker, GA

October 20 – 22, 2026
Georgia REALTORS®
Sandy Springs, GA

Understanding
Your GREC
Account and CE
Hours Video
Tutorial

[Link to GREC
Disciplinary Actions](#)
View Current
Suspensions and
Revocations

Georgia Real Estate Infobase
[Click Here](#)

Deputy
Commissioner
[Greconnect.com](#)
[Link](#)



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Applying Artificial Intelligence

This is not an article about how to use Artificial Intelligence (AI). Real estate brokerage is a service industry, and the use of AI can be a valuable tool. Licensees must find a balance to ensure that accuracy and professionalism are maintained, while the Broker must also ensure compliance with the License Law, Rules, and Regulations. AI applications include marketing materials; comparable market analysis; market data trend analysis; property descriptions; automated responses to leads, etc.

AI can collect information and create materials, but the subjective input of a real estate professional must be used to provide professional advice and service. For example, an [article from NAR®](#) * (National Association of Realtors®) made a point that Fair Housing bias may be created by AI models because it may suggest or steer certain demographics to certain properties or area. Although it may be unintended, the advertisement should have been reviewed and approved by the Broker to ensure that there was no inappropriate steering or wording in the material. Another example is the use of AI to create a Comparative Market Analysis (CMA). Although the data can be collected and generated by AI, there are subjective elements to a good and reliable valuation. A real estate agent is expected to provide his/her client professional counsel and advice based upon actual market knowledge and practical experience.

Although AI can be a tool to aid in productivity, when inaccurate information is published in listing or transmittals to clients and customers, the Broker is responsible. Brokerage firms are required to have a written Office Brokerage Policy and Procedures document (OBPP). The OBPP needs to include polices regarding the use of AI. By identifying how AI is and will be used by agents, the Broker can customize the Office Brokerage Policy and Procedures to clarify its application and perhaps limit its usage while requiring that all AI materials be reviewed and approved as appropriate. This would include the review of advertising and contracts.

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Job Opportunities at the Georgia Real Estate Commission Opening for position as Investigator with GREC.

[Information Specialist](#) Click for More Information
[Appraisal Investigator](#) Click for More Information

Visit the [GREC CONNECT](#) session weekly on Fridays 9:00 AM
GREC CONNECT is a weekly Zoom call with GREC Deputy Commissioner, Kim Yarrington. Every Friday morning at 9:00 AM via the [greconnect.com](#) website, you can join in to listen, learn, and share. Each week the topic is shared through GREC's Facebook™ page and by email. Should you have any questions, contact Kim at kyarrington@grec.state.ga.us.



To sign up to receive the GREC RENEWSletter Click Here

GREC Online Courses

approved for:

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 - [Continuing Ed](#)
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2. [Avoiding Trust Account Trouble](#)
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Georgia Real Estate Commission
 Suite 1000
 International Tower
 229 Peachtree Street NE
 Atlanta, GA 30303-1605
 Phone 404-656-3916

Applying Artificial Intelligence

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The Broker should be aware of anything that was created by Artificial Intelligence. In fact, a disclosure may be required in some situations. Any images or videos of properties or scenarios that are fictional and/or created by AI cannot be misleading, must be reviewed, and given written approval by the Broker.

Some states, such as [South Carolina](#), have enacted regulations that make a Licensee responsible for any and all work produced by him or her with the assistance of artificial intelligence. In South Carolina, a violation with the use of AI is being treated as if the violation was committed directly by the Licensee.

NAR® has developed a template for an AI brokerage policy that may be useful to Brokers and agents. [www.nar.realtor/magazine/broker-news/...](http://www.nar.realtor/magazine/broker-news/)

Continued and further use of AI is inevitable. Review of the accuracy of the material and compliance with applicable License Law, Rules, and Regulations must be part of the process of integrating Artificial Intelligence into the practice of real estate brokerage. *NAR® [“Why Every Brokerage Needs an AI Use Policy, March 24, 2026”](#)

[Click to review a legend of the disciplinary actions the Commission may impose.](#)

May 2026 Meeting - Commission Actions Taken	
Cases Sent to the Attorney General for Review and Disposition by Consent Order or by Hearing	0
Cease & Desist Orders Issued	0
Citations Issued	8
Letter of Findings Issued	0
Consent Orders Entered Into	0
Final Orders of Revocation of Licensure	2
Cases Closed for Insufficient Evidence or No Apparent Violation	5
Licensing Cases - Applicant has a Criminal Conviction - License Issued	5
Licensing Cases - Applicant has a Criminal Conviction - License Denied	3
Total	23



Focus on Terminology **AI Bias, AI Hallucination, AI Steering**

Bias (AI Bias) :“Systematic errors in AI outputs that can result from biased training data, flawed model design, or incomplete information. In real estate, AI bias poses significant fair housing risks—for example, AI-generated listing descriptions may unintentionally include language that steers or discriminates.”

Hallucination: “When an AI system generates content that appears factual but is fabricated or inaccurate. In a brokerage context, this could mean AI inventing property features, citing incorrect square footage or generating fictitious market statistics.”

Steering (in AI Context): “The practice of directing or discouraging buyers toward or away from specific neighborhoods or properties based on protected characteristics. AI-generated content about neighborhoods, schools, demographics, or community characteristics must be reviewed for unintentional steering. All AI output must be verified.”

Definitions were extracted from the NAR® AI Use Policy Template for Real Estate Brokerages