

Can AI Be Trusted in Real Estate?

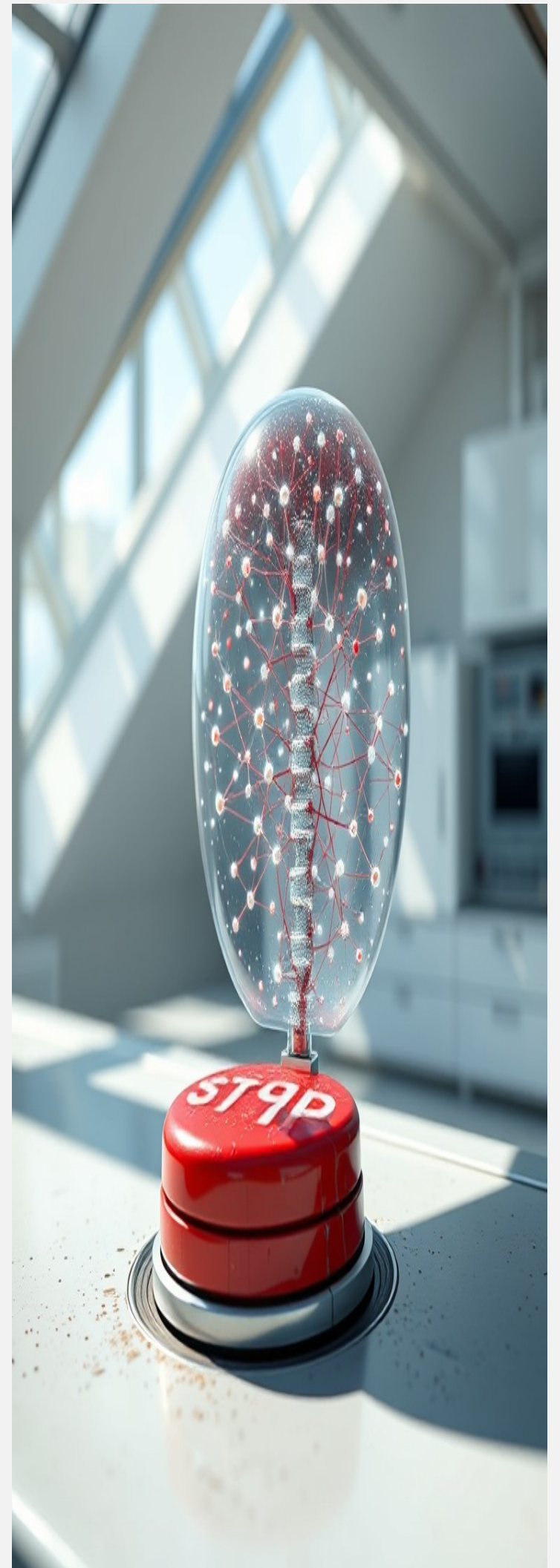
New global guidelines demand transparency—before algorithms shape housing futures.

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THE DATA

Forecast Accuracy

This level of predictive power is transformative—but also dangerous without oversight. When AI can anticipate market volatility months in advance, it risks amplifying inequality if deployed without ethical guardrails.



01

Accuracy Without Accountability Is Risk

High-accuracy AI models in real estate are not inherently safe.

The new Global AI in Property Tech Ethics Task Force (GAIPET) now mandates third-party audits for high-impact algorithms, recognizing that technical performance is not a substitute for ethical integrity.

02

Ethics Must Precede Scale

Without enforceable standards, such foresight could enable rent gouging, speculative hoarding, or exclusionary access to housing.

The UN-Habitat and World Bank's joint initiative to audit public housing algorithms in Kenya, Colombia, and Vietnam shows that transparency is not optional; it is foundational to equitable development in the AI era.



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Director, ALEX Companies

Associate Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

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george@alex.realestate · +1 713.918.9951



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