

AI & Tech Fluency for Agents

Use AI to work faster without cutting corners on truth or compliance.

VERTICAL

AI & Tech Fluency

LEVEL

Foundation

DURATION

14 hours · 6 modules · 25 lessons

MODULES

6

Programme overview

A practical, no-hype grounding in AI tools for Australian real estate agents — what they're genuinely good at, where they fail, and how to keep every output truthful, compliant and client-safe. Covers listing copy, appraisal research, transcription, CRM automation, content workflows and a simple agency AI policy. Every lesson pairs a workflow with the guardrail that stops it going wrong.

What you'll master

- 01 Explain to a colleague or vendor what current AI tools reliably do and don't do
- 02 Write prompts that get usable first drafts instead of generic filler
- 03 Produce listing copy with AI that stays factually accurate and compliant with misleading-conduct rules
- 04 Use AI to speed up appraisal prep and market research without fabricating data
- 05 Turn a call or meeting recording into an accurate, useful summary
- 06 Set up CRM automation that shortens lead response time without sounding robotic
- 07 Run a simple, repeatable short-form video and content workflow
- 08 Build a template library and tone-of-voice guide the whole team can use
- 09 Apply privacy rules correctly, never pasting client PII into consumer AI tools without consent
- 10 Verify AI output against source documents before it reaches a client or contract
- 11 Draft a one-page agency AI policy covering disclosure, privacy and quality control

Skill focus

- AI Literacy
- Compliance

- Content
- Automation
- Privacy
- Verification

The syllabus

6 modules · one standard

I. 01 · What AI actually does in an agency

5 LESSONS

- | | | |
|----|--|----------------------|
| 01 | What generative AI is genuinely good at | masterclass · 12 min |
| 02 | Why AI tools 'hallucinate' and what that means for you | reading · 11 min |
| 03 | Prompting fundamentals: context, role, format, constraints | masterclass · 13 min |
| 04 | The current tools landscape: what's actually in use in Australian agencies | reading · 12 min |
| 05 | Knowledge check: AI fundamentals | quiz · 4 min |
-

II. 02 · AI-assisted listing copy that stays compliant

5 LESSONS

- | | | |
|----|--|----------------------|
| 01 | Misleading and deceptive conduct: the rule that overrides every AI draft | reading · 13 min |
| 02 | A safe AI listing-copy workflow, start to finish | masterclass · 13 min |
| 03 | Puffery vs factual claim: where the compliance line actually sits | reading · 12 min |
| 04 | Scenario: the AI draft invents a feature | scenario · 10 min |
| 05 | Knowledge check: AI listing copy and compliance | quiz · 6 min |
-

III. 03 · Appraisal prep and market research with AI

4 LESSONS

- | | | |
|----|--|----------------------|
| 01 | Using AI to speed up appraisal prep, not to replace it | reading · 13 min |
| 02 | A market research workflow for a listing presentation | masterclass · 12 min |
| 03 | Verifying AI output against source documents | reading · 12 min |
| 04 | Knowledge check: Research and appraisals | quiz · 4 min |
-

IV. 04 · Transcription, summaries and CRM automation

5 LESSONS

- | | | |
|----|---|----------------------|
| 01 | Turning calls and meetings into accurate summaries | masterclass · 12 min |
| 02 | Consent and disclosure when recording calls or meetings | reading · 11 min |
| 03 | CRM automation that shortens lead response time | masterclass · 13 min |
| 04 | Building a template library and a tone-of-voice guide | reading · 12 min |
| 05 | Knowledge check: Transcription and CRM automation | quiz · 4 min |
-

V. 05 · Video, short-form content and difficult calls

4 LESSONS

01	A repeatable short-form video workflow	reading · 13 min
02	What AI video and editing tools still get wrong	masterclass · 11 min
03	Scenario: templates are starting to sound identical across the team	scenario · 9 min
04	Knowledge check: Video and content workflows	quiz · 4 min

VI. 06 · Privacy, ethics and your agency AI policy

5 LESSONS

01	Never paste client PII into a consumer AI tool without consent	reading · 13 min
02	Disclosure and ethics: when to tell a client AI was involved	masterclass · 11 min
03	Building a quality-control loop for AI output	reading · 12 min
04	Drafting a one-page agency AI policy	masterclass · 13 min
05	Knowledge check: Privacy, ethics and policy	quiz · 6 min

Important — non-accredited training

The Agent Academy is not a Registered Training Organisation (RTO). This program is professional development designed for elite outcomes and earning potential; it does not issue nationally accredited qualifications, statements of attainment or units of competency. Content is built around real industry practice — completion does not satisfy licensing or registration requirements in any Australian state or territory.

For state licensing pathways (Certificate of Registration in NSW, Agent's Representative in VIC, and equivalents), see theagentacademy.org/licensing. Complete your state requirement first — then train with us.