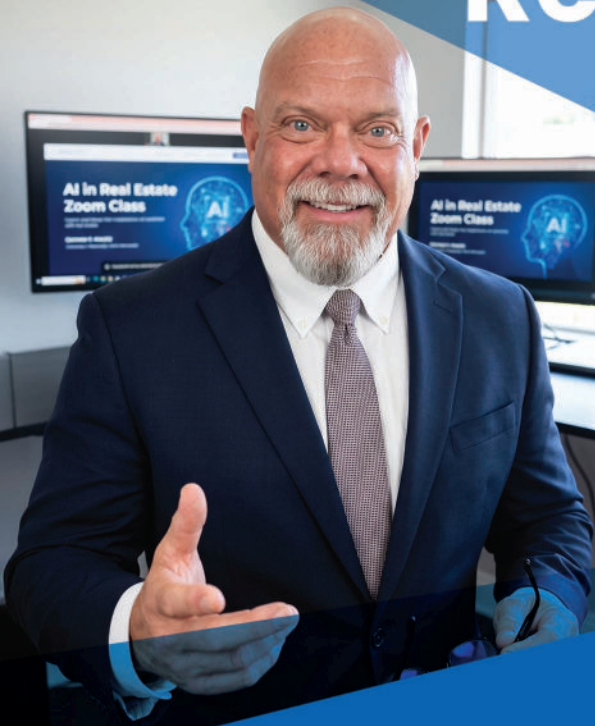


The AI Reality Check for Real Estate Agents:

What's Actually Working in 2026.



by **Connor MacIvor**
SYNC Brokerage

Key Takeaways:

- A clear-eyed look at what AI actually does for a working agent's day, and what it does not
- Where the real productivity gains are hiding
- How to tell the difference between a tool that's worth your time and a shiny object
- The most common mistakes agents are making with AI right now, and why most of what's being taught online is already outdated



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