

## Virtual Staging and AI-Enhanced Images

### Purpose:

To ensure truthful, non-misleading advertising of listed property, any image that has been virtually staged, AI-generated, or AI-enhanced should be clearly disclosed and accompanied by an unaltered “before” image that accurately depicts the property’s actual condition.

### 1. Best practice disclosures

#### 1.1 Disclosure

Any listing photo that has been virtually staged (furniture added or other non-permanent items digitally placed), AI-generated, or AI-enhanced should be identified as such in the photo caption, on the photo or in agent or public remarks.

#### 1.2 Where to disclose

The disclosure must appear:

- Directly in the photo caption or filename visible in the listing viewer; **OR**
- On the altered photo.

### 2. Before/After photo

2.1 For every room or area where a virtual staging or AI enhancement is used, the listing should include:

- At least one **unaltered “Before”** image that shows the actual, true condition of the room/area; and
- The **“After”** image that is virtually staged or AI-enhanced.

#### 2.2 Scope

If only certain rooms are staged or AI-enhanced, the requirement applies only to those rooms — but the disclosure must make clear which images are staged/enhanced and which are original.

### 3. Limits on permissible edits

#### 3.1 Personal property only

Virtual staging is permitted **only** to add or remove personal property such as furniture and décor. Alterations that change or hide permanent or structural

elements of the property (for example: walls, floor coverings, doors/windows, roofing, siding, ceilings, fireplaces, driveways, site grading, or other permanent features) are **prohibited**.

### **3.2 No fabrication of permanent features**

Images generated wholly or in part by AI or editing that depict permanent features, structural changes, or improvements that do not actually exist are prohibited.

### **3.3 Permitted corrections**

Standard image corrections (cropping, exposure, color balance, minor retouching for dust or camera artifacts) are acceptable so long as they do not materially change the condition, features, or appearance of permanent elements of the property.