

2027 Practice Change FAQs

Advertising Enhanced by Technology

The practice changes due to 2025 Wis. Act 69 go into effect on January 1, 2027. The following FAQs are current as of June 29, 2026.

1. What do the practice changes require regarding advertising enhanced by technology?

Beginning January 1, 2027, a licensee must disclose whenever advertising has been altered or modified using technology, including artificial intelligence (AI), to add, remove or change elements of a property in a way that creates a false or misleading impression of the property.

2. Does every use of AI require a disclosure?

No. The disclosure requirement is not triggered simply because AI or another technology was used. The requirement applies when technology is used to add, remove or change elements of the property in a manner that creates a false or misleading impression of the property.

3. Does the law apply only to AI?

No. Although the law specifically references AI, it applies to any technology used to alter or modify advertising if the result creates a false or misleading impression of the property.

4. Does this disclosure requirement apply to social media and other online advertising?

Yes. The practice changes apply to advertising regardless of the medium used. If a licensee advertises a property on social media, a website, email, printed materials or another advertising platform, any required disclosure should be included in that advertising.

5. Does virtual staging require a disclosure?

Yes, virtual staging requires disclosure if virtual staging adds furnishings or other features that were not present when the photograph was taken. Because the image has been altered using technology, the advertisement should disclose that the image has been virtually staged.

6. Does removing clutter or personal property from a photograph require disclosure?

It depends. If technology is used to remove items from an image and the result creates a false or misleading impression of the property's condition or appearance, a disclosure is required.

7. Does replacing grass, landscaping or the sky require a disclosure?

Potentially. If technology changes the appearance of the property in a way that creates a false or misleading impression, the advertisement must include the required disclosure.

8. Does changing paint colors, flooring, countertops or finishes require a disclosure?

Yes. If technology is used to show renovations or improvements that do not currently exist, the advertisement should clearly disclose that the images have been digitally altered.

9. Does removing utility poles, neighboring buildings, power lines or other permanent features require a disclosure?

Yes. Removing permanent features using technology may create a false or misleading impression of the property and requires disclosure.

10. Does adjusting brightness, contrast or color of the photograph require disclosure?

Generally, no. Routine photographic editing that improves image quality without creating a false or misleading impression of the property would not ordinarily require disclosure.

11. Does correcting lens distortion or cropping a photograph require disclosure?

Generally, no. Minor edits that improve the quality or composition of a photograph without altering the property itself are not the type of modifications addressed by the law.

12. What should the disclosure say?

The statute requires disclosure that the advertising has been altered or modified using technology when the alteration creates a false or misleading impression. The law does not prescribe specific language. A simple statement such as "Image has been digitally altered," "Virtually staged" or "Rendering depicts possible renovations" may be appropriate, depending on the circumstances. A firm may develop its own standardized language for use in its advertising. Any firm-developed disclosure should be clear, accurate and consistent with the practice changes.

13. Does the disclosure have to appear on every altered image?

The statute requires disclosure in the advertising. As a best practice, licensees should make the disclosure clear and conspicuous so consumers understand which images have been altered.

14. Does the law prohibit using AI or other technology in advertising?

No. The practice changes do not prohibit the use of AI or other technology in real estate advertising. Rather, they require transparency when technology is used to alter an image in a way that creates a false or misleading impression of the property.

15. Who is responsible for making the disclosure?

Licensees are responsible for ensuring that their advertising complies with Wisconsin law. If a licensee uses advertising prepared by a third party, the licensee should verify that any required disclosures are included before the advertising is published. Licensees should also follow any company policies regarding advertising disclosures.

16. Does every digitally altered image create a false or misleading impression?

No. Whether an image creates a false or misleading impression depends on the nature and extent of the modification. Routine editing that improves image quality generally does not create a false or misleading impression. However, adding, removing or changing significant features of the property may require disclosure under the practice changes.

17. May a real estate firm adopt disclosure requirements that go beyond what the law requires?

Yes. The practice changes establish the minimum legal requirements for disclosure. A real estate firm may choose to adopt internal policies requiring additional disclosures for advertising, including disclosures for certain types of image enhancements or editing that may not otherwise require disclosure under the law. For example, a firm may require disclosure whenever a photograph has been digitally edited or enhanced, even if the edits would not independently require disclosure under the practice changes. Licensees should follow both Wisconsin law and their firm's advertising policies.

18. May a firm develop its own disclosure language?

Yes. The practice changes do not prescribe specific disclosure language. A real estate firm may adopt standardized disclosure language to promote consistency in its advertising, provided the disclosure is clear, accurate and consistent with the practice changes.

19. What is the purpose of the new disclosure requirement?

The practice changes are intended to promote transparency and help consumers understand when technology has materially altered the appearance of a property. The goal is not to prohibit the use of technology, but to ensure that buyers receive accurate information and are not misled by digitally modified advertising.