

CASE STUDY

HomeiA: Fact-Checking the Machine & Editing AI-Generated Real Estate Content

Five South Carolina relocation guides, rebuilt from AI first drafts into locally accurate, publication-ready copy — with a tracked-changes record of exactly what changed and why.

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At a Glance

5 ARTICLES EDITED	1,800+ TRACKED CHANGES	10 SOURCED FACT-CHECKS	1 INVENTED POLICY CAUGHT
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The Client

HOMEiA is a real estate content platform that publishes city and state relocation guides for buyers researching a move. For a five-part South Carolina series, HOMEiA needed a South Carolina-based writer to take AI-generated first drafts and bring them to publication standard.

The assignment required fact-checks, corrections, and adding unique details only a resident would think about it. It asked to rebuild five long-form guides while preserving what the AI got right and fixing what it didn't under Word's tracked-changes feature, so HOMEiA's editorial team could see what changed.

The Challenge

AI-generated relocation content reads fluently. That's the problem. The drafts arrived grammatically clean, well-organized, and confident. Errors are easy to miss and expensive to leave in. Three categories of issues showed up across all five articles:

- **Invented or outdated policy detail.** One draft described South Carolina's new income tax as a single 3.99% flat rate. The actual 2026 law, H. 4216, created a two-bracket system (1.99% and 5.21%) with a phase-out path A relocating reader would budget around incorrectly if it went unfixed.
- **Generic substitutions for specific places.** Towns, parks, school districts, and employers were often present by name with no texture a local would know or occasionally swapped for the wrong neighbor entirely.
- **AI's house style.** Repetitive intensifiers ("genuine," "genuinely") and rounded, unverifiable superlatives ("one of the most," "world-class") appeared dozens of times across the series.

Each article also required source verification when pulling current numbers from the Missouri Economic Research and Information Center, RentCafe, the South Carolina Association of Realtors, the Tax Foundation, and the SC Department of Employment and Workforce, and logging the source as a comment in HOMEiA's editorial record.

The Approach

1. Verify every figure against a primary source

Cost-of-living indices, median home prices, GDP growth rates, and tax brackets were checked against the original data source. Where the AI's number was close but stale, current figures replaced it for HOMEiA's editors to trace every statistic back to its origin.

2. Replace placeholder geography with lived knowledge

Local residency does work that research alone can't. Knowing that Rock Hill's draw is its proximity to Charlotte, that Lake Murray has 700-plus miles of shoreline, or that the Upstate gets dustings of snow the Lowcountry never sees. Small details add texture that a generic guide misses.

3. Cut the AI tells

Repetitive qualifiers and inflated superlatives were edited down to specific, defensible claims. "Genuine competitive advantage" became a description of the advantage itself. "One of the most distinct" became a description of what makes it distinct.

4. Track everything

All edits were made with Word's Track Changes enabled and routed back to HOMEiA as both a clean version and a tracked-changes version, so the editorial team could review the reasoning behind each correction rather than just receiving a finished file.

What Changed: Five Examples From the Tracked Changes

Pulled directly from the tracked-changes files HOMEiA received.

EDIT 1 PROS AND CONS OF LIVING IN SC

AI DRAFT

...a landmark tax overhaul, and communities ranging from world-class resort islands to thriving inland suburbs.

CASEY'S REVISION

...a generous tax policy, and remarkable weather.

Why it matters: *Trimmed an overstuffed sentence and corrected the framing. South Carolina's 2026 reform is a rate reduction with a phase-out path, not a completed "overhaul."*

EDIT 2 MOVING TO SOUTH CAROLINA IN 2026

AI DRAFT

South Carolina has finalized a move to a 3.99 percent flat individual income tax rate. This simplified system replaces old, complex brackets...

CASEY'S REVISION

South Carolina finalized a move to a flat individual income tax rate in 2026. Individuals making less than \$30,000 will pay a flat 1.99%, while any earners above that mark will pay 5.21%, down from the former 6%. This simplified system replaces the prior three-bracket system...

Why it matters: *The AI invented a single flat rate that doesn't exist. The real law (H. 4216) created two brackets with a legislated path toward elimination — a different number for anyone budgeting a move around it.*

EDIT 3 10 BEST PLACES FOR FAMILIES

AI DRAFT

If you are looking for the best places to live or move to in South Carolina, you're in luck, the Palmetto State has something for everybody. Having lived there for 20-plus years...

CASEY'S REVISION

The hardest part of deciding to call the Palmetto State home is deciding what are the best places to live or move to in South Carolina... If you're moving the whole family, the big question is where to put down the roots so everyone can thrive.

Why it matters: *Reframed a generic opener around the decision families make and removed an unverifiable personal claim that the AI had no basis to assert.*

EDIT 4 7 CHEAPEST PLACES TO LIVE

AI DRAFT

Union sits comfortably in the Piedmont region, one of the most budget-friendly...

CASEY'S REVISION

Since this is a more rural community, there are fewer available listings at any given time. In April 2026, it had 58. However, if you're interested in owning land or homesteading, Union is a strong place to buy land in South Carolina.

Why it matters: *Added the specific, checkable detail (58 active listings) and the local context a generic affordability ranking leaves out.*

EDIT 5 BEST PLACES FOR RETIREES

AI DRAFT

Access to specialty medical care, and even general care, can be very limited in some locations.

CASEY'S REVISION

For instance, residents in Greenwood or Saluda Counties have fewer than two maternity care providing hospitals or birth centers.

Why it matters: *Replaced a vague claim with a specific, named example, not summarizing a statistic.*

Scope of Work

Article	Focus
The Pros and Cons of Living in South Carolina	Statewide affordability, tax reform, crime, climate, healthcare access
The 10 Best Places to Live in South Carolina for Families	School districts, community profiles, family amenities across 10 towns and cities
Best Places to Live in South Carolina for Retirees	Retiree tax benefits, healthcare access, climate, lifestyle by region
7 Cheapest Places to Live in South Carolina	Cost-of-living data, local economies, and safety across seven communities

Moving to South Carolina in 2026	Migration trends, tax policy, housing market, regional lifestyle differences
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For each article, HOMEiA received a tracked-changes file showing every edit and a clean final version ready to publish — along with source comments on key statistics for their editorial record.

The Takeaway

AI drafts quickly, but speed isn't the same as accuracy, and fluency isn't the same as local knowledge. This project is a record of the gap between the two: an invented tax rate, towns described in placeholder terms, repetitive AI phrasing standing in for specific claims. Closing that gap took a seasoned researcher and editor to verify the sources and distinguish what sounds true about South Carolina from what is true.