

## Local Action Alert: Banning Rental Price Fixing

*Updated: July 2025*

### Price-Fixing our Homes

Corporate Landlords are price-fixing rents— increasing housing costs for millions of residents and driving up rents across entire communities.<sup>1</sup> RealPage’s algorithmic software products, YieldStar and AI Revenue Management, help landlords charge artificially high prices for their rental units, maximizing their profit and leaving us with no choice but to pay more for housing. As noted in active lawsuit complaints:

- In some metro areas, the use of rent-fixing software algorithms has played a **significant role in double-digit rent increases**.<sup>2</sup> For example, conservative estimates of RealPage usage in Phoenix, AZ, and Tucson, AZ, showed overcharges of 12% and 13%, respectively, across tens of thousands of units.<sup>3</sup>
- Rent-setting algorithms also lead to **higher rates of eviction**. According to one landlord client of RealPage, adopting RealPage’s rent recommendations increased “turnover rates” by 15 percentage points, meaning tenants had to find new apartments because of the untenable rent increases.<sup>4</sup>

The impact of rental price-fixing is already significant. RealPage’s clients allegedly comprise about 90 percent of the U.S. market for investment-grade multifamily rental housing units, restricting housing opportunities and limiting renter mobility.<sup>5</sup> The danger of algorithmic rent-setting is exacerbated by a trend toward **consolidation in local housing markets**, as more buildings wind up in the hands of large, institutional landlords and rental property managers.

### How does algorithmic rental price-fixing happen?

RealPage uses private landlord data and publicly-available datasets to estimate supply and demand for rental housing specific to particular geographic areas and unit types.<sup>6</sup> RealPage then recommends rent and occupancy levels that maximize not just the landlord’s revenue, but revenue across all of RealPage’s clients in the market.<sup>7</sup> RealPage deploys tactics like

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<sup>1</sup> See White House, [The Cost of Anticompetitive Pricing Algorithms in Rental Housing](#), Dec. 17, 2024.

<sup>2</sup> Heather Vogell, [Rent Going Up? One Company’s Algorithm Could Be Why](#), ProPublica, Oct. 2022.

<sup>3</sup> Complaint, Dkt. No. 1, *State of Arizona v. RealPage, Inc., et al*, Case No. forthcoming (filed Feb. 28, 2024, Ariz. Sup. Ct., Maricopa County).

<sup>4</sup> *Id.*, at 2.

<sup>5</sup> First Amended Consol. Class Action Complaint, Dkt. No. 314, at 85, *In re: RealPage, Inc., Rental Software Antitrust Litigation*, Case No. 3:23-md-03071, (M.D. Tenn. 2023).

<sup>6</sup> District of Columbia v. RealPage, Inc. [DC attorney general RealPage complaint](#).

<sup>7</sup> Vogell, [Rent Going Up?](#)

“auto-accept”, tracks landlord price compliance and trains landlords to limit discounts and concessions resulting in anti-competitive pricing.

## Taking Action

In August 2023, the Department of Justice with Attorneys General of eight states [announced a lawsuit against RealPage](#) and, in early January 2025 with two new states, [sued six corporate landlords](#) using RealPage. There is also ongoing multi-district litigation in Tennessee and Washington, D.C. However, these actions could take years to result in justice for tenants and fundamentally eliminate these practices. We don't need to wait for the courts to protect our communities; we can stop price-fixing now. **Cities, Counties and States can ban the practice now to protect communities and prevent further use of algorithmic rent-setting software.** Below is a list of the jurisdictions taking action to ban algorithmic rental price fixing.

### Passed

- [San Francisco, CA](#)
- [Philadelphia, PA](#)
- [Berkeley, CA](#)
- [Minneapolis, MN](#)
- [San Diego, CA](#)
- [Providence, RI](#)
- Jersey City, NJ
- [Santa Monica, CA](#)
- [Seattle, WA](#)
- [Hoboken, NJ](#)

### Introduced

- [Portland, OR](#)

### Further resources

- [Full Memo and Model legislation](#)