

2026 Use and Disclosure of Algorithmic Pricing Devices by Landlords Bill Study

Study Plan

This document is a guideline; study plans are subject to changes as needed. Materials will be provided to members to aid discussion. Staff study actions are based in part on legislators' input and public discussions during initial bill hearings.

During the 2026 General Assembly Session, the Senate General Laws and Technology Committee and House Subcommittee on Housing/Consumer Protection recommended [SB 585 \(Salim\)](#) and [HB 1252 \(Anthony\)](#) be sent to the Commission for further study. Staff will conduct research and produce materials, including any recommendations, to guide workgroup discussions. The workgroup will discuss policy options and recommend provisions for consideration by the full Commission. Staff will work with workgroup members and DLS to draft legislation to be voted on at the final full Commission meeting.

Staff Study Actions:

- Study the existing technology, including statutory definitions and distinctions, and its current use in Virginia's rental market.
- Evaluate the feasibility and efficacy of different policy and disclosure options and collect input from stakeholders.
- Conduct comparative analysis of legislation introduced or enacted in other states.
- Conduct a review of algorithmic pricing, and any associated regulations, in other markets.
- Use existing data and literature to assess the impact of algorithmic pricing devices on consumers and potential impacts of required disclosure.

Workgroup Actions:

- Discuss policy options and provide recommendations for consideration by the full Commission.
- Work with staff to draft potential language for consideration at the final full Commission meeting.