



Meeting Summary
Algorithmic Pricing Workgroup Meeting
Tuesday, September 22, 2026, at 1:00 p.m.
House Room B

Attendance

Members Present: Senator Lashrecse Aird, *Workgroup Chair*, Delegate Briana Sewell, *Commission Chair*, Delegate Eric Phillips (virtual), Martin Johnson, *Gubernatorial Appointee*, Bismah Ahmed, *Apartment and Office Building Association (AOBA)*, Tracy M. Baynard, *McGuire Woods Consulting LLC*, Andrew Clark, *Home Builders Association of Virginia*, Helen Hardiman, *Office of the Attorney General*, Erin Kormann, *Virginia REALTORS*, Mike Pruitt, *Housing Opportunities Made Equal (H.O.M.E.)*

Staff Present: Director Jesseca Hoff

Senator Aird, *Workgroup Chair*, called the meeting to order at 1:05 p.m.

Executive Director Jesseca Hoff delivered remarks. She detailed how both small groups struggled to advance because they could not agree on whether the legislation should focus on disclosures or restrict nonpublic competitive data used in algorithmic pricing models, making it difficult to establish clear owner thresholds or software definitions. The groups agreed that a disclosure would most likely not benefit tenants. Further updates are pending a potential technical evaluation of the software by Dr. Waters' team once vendor access is granted.

Senator Aird noted that while the bill patrons may continue refining their legislation independently outside of the Commission, VHC staff will separately continue studying the topic. Due to a lack of a path forward, the issue will not be brought before the full Commission for a vote this year.

Senator Aird adjourned the meeting at 1:14 p.m.