

A11490 • New York

Prohibits dynamic pricing, algorithm or automated pricing tools in the sale or rental of any residential dwelling unit

In Committee

Risk: High

Comprehensive

Last Action (May 28, 2026): REFERRED TO HOUSING

Summary

This bill prohibits dynamic pricing and automated pricing tools in residential real estate transactions in New York.

Business Impact

If you operate in residential real estate in New York, you must stop using automated pricing tools by the effective date or face penalties.

Key Provisions

- Prohibits the use of dynamic pricing in residential real estate transactions.
- Defines key terms such as 'algorithm' and 'dynamic pricing'.
- Bans owners from listing rental units on auction platforms they own.
- Requires disclaimers about the illegality of shill bidding in auctions.
- Applies to landlords, real estate brokers, and online platforms.
- Takes effect 30 days after becoming law.

Compliance Checklist

- Cease use of dynamic pricing or automated pricing tools. | Who: Landlords, real estate brokers, and real estate platforms. | Penalty: Legal repercussions for non-compliance.
- Post disclaimers regarding shill bidding in auctions. | Who: Landlords and real estate brokers conducting live auctions. | Penalty: Legal repercussions for non-compliance.

Industries Affected

Real Estate

Property Management

Technology

Housing

Topics

Algorithmic Pricing

Bill Sponsors

Name	Party	Role
Rules Committee		Primary

Official Source

<https://legislation.nysenate.gov/api/3/bills/2025-2026/A11490?summary=&detail;=>

Disclaimer: This document is generated by AI for informational purposes only. It does not constitute legal advice. Consult a qualified attorney for guidance specific to your situation. Information may not be fully up to date.