

# HB2490 • Arizona

## Rental price fixing; algorithmic pricing

Introduced

Risk: High

Comprehensive

Last Action (Jan 21, 2026): House read second time

## Summary

HB2490 prohibits the use of algorithmic devices using nonpublic competitor data for coordinating rental pricing in Arizona.

## Business Impact

If you use AI for rental pricing, you must comply with HB2490 or face legal action.

## Key Provisions

- 44-1383: Definitions of key terms such as 'algorithm' and 'coordinator'.
- 44-1383.01(A): Prohibition on using algorithmic devices for coordinating rental pricing.
- 44-1383.01(B): Rebuttable presumption of conspiracy for violations.
- 44-1383.01(D): Enforcement by the Attorney General.
- 44-1383.01(F): Applicability to landlords with five or more units.

## Compliance Checklist

- Cease use of algorithmic devices for pricing based on competitor data | Who: Landlords with five or more rental units | Penalty: Potential legal action for conspiracy to restrain trade
- Review pricing strategies to ensure compliance with new regulations | Who: Landlords and coordinators | Penalty: Legal penalties for non-compliance

## Industries Affected

Real Estate

Technology

Property Management

Housing

## Topics

## Bill Sponsors

Name	Party	Role
Tony Rivero	Republican	Primary
Kelly Townsend		Primary
Athena Salman		Cosponsor
Charlene R. Fernandez		Primary
Reginald Bolding, Jr.		Cosponsor
Lela Alston	Democratic	Cosponsor
César Chávez		Primary
Daniel Hernandez, Jr.		Cosponsor
Robert Meza		Cosponsor
Raquel Terán		Cosponsor
Kirsten Engel		Cosponsor
Justin Wilmeth	Republican	Primary

## Official Source

<https://apps.azleg.gov/BillStatus/BillOverview/84267>

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