

ALDERPERSON AGENDA ITEM MEMO

To: Community Affairs Committee

From: Andrew Meindl

Date: 07/15/2024

Subject: Ban Use of RealPage (Property Management Software) in Wauwatosa, Wisconsin

A. Background/Rationale

RealPage is a property management software product that determines rental pricing across the United States. Recently, the Justice Department filed a lawsuit against RealPage and a group of landlords, alleging collusion to fix rental prices, violating antitrust laws. The lawsuit claims RealPage's software facilitated coordination among landlords to artificially inflate rents across various markets. This move is part of the Biden administration's broader effort to address housing affordability issues. The software is accused of reducing competition, leading to higher costs for renters nationwide.

RealPage is one entity/algorithm that collects data that would typically not be shared with competitors and sets pricing for rental properties in a geographic area. Wauwatosa needs affordable rents, and using RealPage is one entity that could be inflating pricing.

B. Key Issues for Consideration

- Banning the use of RealPage in the City of Wauwatosa

C. Fiscal Impact

- Possible revenue source if violations are discovered

D. Requested Action

- Ban use of RealPage in determining rent pricing in Wauwatosa City Limits
- If a ban is not allowed by state statute, require landlords to post in their listings if they use RealPage

E. Strategic Plan

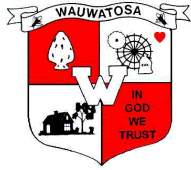
Priority Area Four

- Expand the availability of inclusionary housing for all
- Foster a balanced approach to housing throughout the City

F. Attachments

Political Article: <https://www.politico.com/news/2024/07/12/justice-department-rental-market-collusion-lawsuit-00167838>

Eight Minute YouTube Video on Subject: https://youtu.be/cwlwrZst7d0?si=5Xr7c7WwRNdB3_Nx



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Sampling of RealPage Properties in Wauwatosa:

