



MULTIFAMILY NW
The Association Promoting Quality Rental Housing

Oregon Senate Committee on Housing and Development
900 Court St. NE
Salem Oregon 97301

EXECUTIVE DIRECTOR
Gary Fisher
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RE: Opposition to SB 722 -1

March 17, 2025

Chair Pham, Vice Chair Anderson, Members of the Committee,

On behalf of Multifamily NW, thank you for the opportunity to raise serious concern around the provisions included in SB 722, including with the proposed -1 amendment.

Multifamily NW is the largest association of housing providers in the state, representing nearly 300,000 units and every profession related to the industry — from property managers and owners to landscapers, maintenance professionals and screening companies. Our top priority is to collaborate with public sector leaders to identify and implement proven solutions to Oregon’s ongoing housing crisis.

Housing providers are not using revenue management software to engage in price fixing. These tools, which have been in use since the early 2000s, serve as a critical resource for managing the complex task of pricing units with varying lease terms, unit types, and market conditions. The idea that such software is responsible for artificially inflating rents is simply not true. Rents increase when there is a lack of supply, which Oregon has well-known challenges with.

Revenue management software does not dictate rental rates — it provides data-driven recommendations that housing providers can choose to accept, adjust, or ignore based on their own market expertise. If a software-generated estimate appears too high or too low, housing providers routinely override it in favor of a rate that better reflects local conditions. In fact, we find that housing providers that utilize rental management software have lower vacancy rates because they are more entuned to market conditions to better fill their vacancies. Unlike subjective pricing strategies, these tools rely solely on objective market factors rather than any tenant characteristics, ensuring a fair and transparent approach to rental pricing.

Without utilizing this standard technology, setting of rents would revert individual analyses by housing providers that could yield more subjective and ununiform pricing to consumers. Federal, state and local fair housing laws mandate equal treatment in housing transactions and standard rental management software is an important tool that ensures fair housing compliance in pricing to all applicants.

In a time when Oregon is already facing a severe housing shortage, policies that make providing it less attractive should be avoided at all costs. Rather than restricting essential management tools, Oregon should focus on policies that promote long-term investment in housing and encourage new development.

Sincerely,

Zach Lindahl
Director of Government Affairs

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