



April 10, 2026

Chair Rebecca Bauer-Kahan
Vice Chair Alexandra Macdeo
Committee on Privacy and Consumer Protection
California Assembly
Legislative Office Building
1020 N Street, Room 162
Sacramento, CA 95814
(via portal)

Re: AB 2025 (Pellerin – SUPPORT)

Dear Chair Bauer-Kahan and Vice Chair Macedo,

Consumer Reports¹ writes to express their support for AB 2025, which would require that landlords listing real property for rent to clearly disclose when listing photos have been meaningfully digitally altered, and to provide a link to original, unaltered images. Providing transparency about the actual state of rental property creates a fairer, more truthful marketplace for consumers, saving them time and money by avoiding visiting potential properties whose advertised promotional images do not reflect reality.

While promoting rental properties through misleading images is arguably already illegal under California consumer protection law, that hasn't stopped many landlords from using artificial intelligence to radically alter the look of certain properties, creating a false inducement for consumers.² In some cases, the results are so extreme as to be laughable, but in other cases, more subtle image alteration can still materially mischaracterize the nature of a listing and confuse potential renters about the condition of a property.³ As a result, Californians looking for

¹ Founded in 1936, Consumer Reports (CR) is an independent, nonprofit and nonpartisan organization that works with consumers to create a fair and just marketplace. Known for its rigorous testing and ratings of products, CR advocates for laws and company practices that put consumers first. CR is dedicated to amplifying the voices of consumers to promote safety, digital rights, financial fairness, and sustainability. The organization surveys millions of Americans every year, reports extensively on the challenges and opportunities for today's consumers, and provides ad-free content and tools to 6 million members across the U.S.

² Victor Tangermann, *Landlords Are Using AI to Make Photos of Nasty Apartments Look Clean and Modern*, *Futurism*, (Nov. 2, 2025), <https://futurism.com/artificial-intelligence/landlords-ai-photos-apartments-clean>.

³ *X.com*, @DeeLaSheeArt, (Oct. 6, 2025), <https://x.com/DeeLaSheeArt/status/1975285581782597977>.

a place to live during a housing crisis are having a harder and harder time figuring out how real various representations are.⁴ While AI can potentially save landlords money and be reasonably used to help stage properties, consumers deserve to know the actual condition of properties before deciding whether to invest time and money in visiting — or even making offers, for example in the case of someone moving across the country to California. Unfortunately, too many landlords are taking advantage of a grey area in the law and a lack of enforcement to offer listings that are likely to lead to deception and confusion.⁵

AB 2025 takes a reasonable and cautious approach of simply mandating that landlords that promote their properties through the use of digitally altered images must (1) label such images as digitally altered and (2) provide links to original unedited images. The bill reasonably exempts minor alterations such as sharpening, color balancing, and cropping and only applies to images that materially change elements (such as fixtures, furniture, and utility poles). Providing some basic bright-line rules of the road will lead to a more honest and equitable marketplace for California residents.

For these reasons, we respectfully request an “aye” vote on AB 2025.

Sincerely,

Justin Brookman
Director, Technology Policy
Consumer Reports

⁴ Tanya Chen, *The Housing Market Is Already Terrible. A.I. Is Making It Even Worse.*, Slate, (Oct. 17, 2025), <https://slate.com/business/2025/10/home-buying-artificial-intelligence-slop-real-estate.html?>

⁵ Kat Tenbarge, *Real Estate Is Entering Its AI Slop Era*, Wired, (Oct. 26, 2025), <https://www.wired.com/story/real-estate-is-entering-its-ai-slop-era/>.