

February 4, 2026

## **Written Opposition to Oregon SB 1513**

### **Relating to Real Estate Team Naming Restrictions**

**To:** Members of the Senate Interim Committee on Commerce and General Government

Dear Senators,

I write in opposition to SB 1513, not because it provides temporary relief, but because it leaves in place a rule that is potentially unconstitutional, unnecessary, and economically harmful to Oregon real estate professionals.

SB 1513 merely delays enforcement of the team-name restriction created by HB 3137. It does not resolve the underlying legal, regulatory, or economic problems. When the temporary allowance expires in 2027, the same harm will occur—just two years later.

### **Existing Oregon law already protects consumers**

Oregon statutes and the Oregon Real Estate Agency's administrative rules already provide robust protection against misleading or deceptive advertising, including:

- Requirements that advertising clearly identify the supervising brokerage and registered business name.
- Prohibitions against false, misleading, or confusing representations.
- Authority for OREA to investigate and discipline licensees for advertising violations.

If these rules were consistently enforced, rather than primarily triggered by consumer complaints, the public concerns cited in support of HB 3137 would already be fully addressed. There is no demonstrated regulatory gap that justifies banning commonly used professional terms.

### **The rule is potentially unconstitutional**

The terms “realty” and “real estate” are generic, truthful descriptors of licensed professional activity. Prohibiting their use by affiliated teams—while allowing brokerages to continue using them—creates a content-based restriction on commercial speech.

While I am not offering a legal opinion, this type of blanket restriction is potentially unconstitutional, particularly when less restrictive alternatives already exist, such as:

- Requiring prominent display of the brokerage's registered business name (RBN), or
- Requiring a short disclosure that a team is affiliated with a brokerage.

## **A delay does not fix the problem**

SB 1513 acknowledges the disruption this rule would cause by postponing enforcement. However, delaying implementation does not cure a flawed policy. It simply defers the same harm, extending uncertainty and instability for Oregon real estate teams—many of which are recognized as small businesses by the Oregon Department of Revenue. These teams operate as independent business enterprises, incur ordinary business expenses, pay state and local taxes, and invest significant capital in branding and marketing. By postponing enforcement rather than correcting the underlying issue, SB 1513 leaves these small businesses unable to plan, budget, or invest with confidence, while facing the inevitable cost and disruption of forced rebranding in the future.

## **Significant financial and business harm**

Real estate teams across Oregon have invested substantial time, money, and goodwill into building brands that are:

- Not misleading
- Not deceptive
- Clearly affiliated with a registered brokerage

Forced rebranding would require:

- New signage
- New marketing materials
- Website and domain changes
- Reprinting contracts, disclosures, and advertising
- Loss of brand recognition and consumer trust

These are not minor expenses — they represent thousands of dollars per business, disproportionately harming small and minority-owned teams.

## **The restriction does not improve consumer clarity**

When marketing clearly identifies the supervising brokerage and RBN, the use of “realty” or “real estate” does not create confusion for consumers. In fact, these words simply describe the service being provided. The public already understands that teams operate under brokerages.

## **Conclusion**

SB 1513 does not resolve the problem created by HB 3137. It merely postpones enforcement of a rule that is unnecessary, burdensome, and potentially unconstitutional.

If consumer protection is the goal, Oregon already has the tools to achieve it. The appropriate solution is enforcement of existing law, not the elimination of common professional language.

I respectfully urge the legislature to repeal or permanently amend the team-name restriction rather than delay its impact.

Sincerely,

Signed by:

*Colleen Gordon*

2F12FD074AD94A6...

Colleen Gordon  
Keller Williams Realty Professionals  
Principal Broker  
Oregon Real Estate Licensee