

February 4, 2026

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

Dear Senators,

I am writing as a real estate team owner in Oregon to express my opposition to SB 1513 and, more broadly, to the team-naming restriction created by HB 3137 that this bill merely delays.

While SB 1513 postpones enforcement, it does not address the underlying problem. It simply pushes the consequences down the road, leaving real estate teams like mine in limbo—unable to plan, budget, or invest with certainty, while knowing that a costly and unnecessary disruption is still coming.

From a practical business standpoint, this rule creates significant and avoidable harm. Like many teams across the state, I have invested substantial time and money into building a brand that is transparent, accurate, and fully compliant with existing advertising laws. A forced name change would require replacing signage, business cards, banners, digital marketing assets, print materials, and other branded items. These costs add up quickly, running into the thousands of dollars, and provide no corresponding benefit to consumers.

What makes this especially concerning is the lack of proportionality. By all accounts, this rule change appears to have been triggered by a single complaint. One complaint should not justify imposing sweeping new requirements and financial burdens on hundreds of compliant businesses statewide. If there were widespread confusion or a pattern of consumer harm—dozens of complaints, for example—that would be a different discussion. But reacting this aggressively to an isolated issue is an overcorrection that penalizes responsible professionals.

Existing Oregon law already requires real estate advertising to clearly disclose the supervising brokerage and prohibits misleading or deceptive representations. Those rules are more than sufficient to protect consumers when they are enforced. In my experience, consumers understand that teams operate under brokerages, and the use of common, descriptive terms like “real estate” or “realty” does not create confusion when proper disclosures are present.

As a team owner, I operate a small business. I pay taxes, employ people, invest in marketing, and contribute to the local economy. Policies that force unnecessary rebranding undermine that investment, reduce stability, and disproportionately impact small and minority-owned teams that have fewer resources to absorb sudden regulatory costs.

If consumer protection is the goal, Oregon already has the tools to accomplish it through enforcement of existing laws. Eliminating commonly used, truthful professional language—or indefinitely delaying a flawed rule rather than fixing it—does not meaningfully improve clarity for the public.

I respectfully urge the legislature to reconsider this approach and pursue a permanent solution that protects consumers without imposing unnecessary financial and operational burdens on Oregon's real estate professionals.

Thank you for your time and consideration.

Sincerely,

Bradley Wulf
Real Estate Team Owner
Oregon Real Estate Licensee