

Testimony in Opposition to SB 1513

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Chair and Members of the Committee,

My name is Alicia Moon Dahlen. I am a Principal Broker and Reviewing Broker with Keller Williams Mid-Willamette, where I oversee multiple offices and supervise numerous brokers and real estate teams operating in Oregon. I am testifying in opposition to SB 1513 as currently proposed.

1. This Bill Penalizes Transparency — Not Deception

Real estate teams using terms like “Realty” or “Real Estate” in their team names are not attempting to mislead the public — they are clearly stating what they do. Small businesses in every industry use descriptive language. Preventing teams from using the words real estate in their branding does not increase consumer protection — it restricts clear, truthful communication about services offered.

2. Oregon Already Has Strong Consumer Disclosure Protections

Oregon requires Team Disclosures, which clearly identify every member of the team, the supervising Principal Broker, the licensed brokerage the team operates under, and contact information for the brokerage. This ensures the public knows exactly who they are working with and who holds legal responsibility. The public is already protected. SB 1513 does not close a regulatory gap — it creates a branding restriction.

3. Other States Use Different Standards

Many states restrict use of terms like “broker” or “brokerage” because those imply licensure status — not because they describe the industry itself. “Real estate” is an industry descriptor, not a license title. Equating “real estate” with a regulated license term creates a false comparison and unnecessarily limits lawful business identification.

4. This Would Create Public Confusion — Not Clarity

If teams are forced to remove “real estate” from their names, consumers may actually have less clarity. A team name without “real estate” may look like a staging company, marketing firm, or contractor. Removing industry identifiers makes it harder — not easier — for the public to understand who provides licensed brokerage services.

5. Severe Financial Impact on Long-Standing Small Businesses

Many Oregon real estate teams have operated under established brand names for years — even decades. This bill would force rebranding, website changes, marketing redesign, signage replacement, contract template revisions, and rebuilding online presence. These costs represent significant financial harm to small businesses, with no corresponding consumer safety benefit.

6. This Targets Teams That Are Already Under Brokerage Oversight

Real estate teams operate under a licensed Principal Broker, under a registered brokerage, and under Oregon Real Estate Agency supervision. Accountability already exists. SB 1513 regulates naming conventions, not misconduct.

Conclusion

SB 1513 does not address fraud, misconduct, or consumer harm. Instead, it restricts accurate business descriptions, imposes heavy financial burdens, reduces clarity for consumers, and duplicates existing disclosure protections. I respectfully urge the committee to oppose SB 1513 or amend it to avoid restricting the use of truthful industry descriptors such as “Realty” or “Real Estate” in team names.