

Submitter: Tammy Kenworthy

On Behalf Of:

Committee: Senate Committee On Commerce and General Government

Measure, Appointment or Topic: SB1513

I am writing to submit my opinion on prohibiting licensed Oregon Real Estate Brokers from using terms “real estate” or “realty” in their business names. While I support the Agency’s mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137. To protect the public our current advertising rules should simply be enforced requiring all brokers to advertise with their brokerage name displayed.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

"Grandfather in" teams with existing names to protect them from unnecessary financial harm.

Require teams using “real estate” or “realty” to clearly include “team” or “group” alongside their name.

Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.