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 am writing in opposition to SB 1513. While the bill offers a temporary delay, it does not address the underlying problems created by the team name restriction passed under HB 3137.

SB 1513 simply postpones enforcement. It does not fix the legal, practical, or economic issues the rule creates for Oregon real estate professionals. When the delay expires, the same disruption and financial harm will occur, just at a later date.

From a compliance and regulatory standpoint, Oregon already has strong consumer protections in place. Existing statutes and Oregon Real Estate Agency rules require advertising to clearly identify the supervising brokerage and registered business name. They also prohibit misleading or deceptive representations and give OREA full authority to investigate and discipline violations. If consistently enforced, these existing rules already address the concerns that led to the team name restriction. There is no clear regulatory gap that requires banning the use of common, descriptive industry terms.

The words “realty” and “real estate” are accurate descriptions of the licensed services we provide. Prohibiting teams from using these generic, truthful terms, while allowing brokerages to continue using them, creates an uneven and potentially unconstitutional restriction on commercial speech. More reasonable and less restrictive options already exist, such as requiring prominent display of the brokerage’s registered business name or a simple disclosure that a team operates under a brokerage.

Delaying enforcement does not solve the problem. It extends uncertainty for hundreds of Oregon real estate teams that function as small businesses. These teams pay taxes, employ staff, and invest heavily in branding, marketing, and community presence. SB 1513 leaves them unable to plan for the future while facing the eventual cost and disruption of forced rebranding.

The financial impact is significant. Rebranding would mean replacing signage, marketing materials, websites, domains, printed contracts, disclosures, and advertising, along with the loss of established brand recognition and consumer trust. For many small and minority owned teams, these are not minor adjustments. They represent thousands of dollars in direct expenses and long term business harm.

Most importantly, this restriction does not meaningfully improve consumer clarity. When advertising clearly identifies the supervising brokerage and registered business name, the use of “realty” or “real estate” does not confuse the public. These terms simply describe the service being offered, and consumers already understand that teams operate under licensed brokerages.

If the goal is consumer protection, Oregon already has the tools to achieve it through enforcement of existing law. Eliminating common professional language is not necessary to protect the public.

I respectfully urge the Legislature to repeal or permanently amend the team name restriction rather than delay enforcement of a rule that is burdensome, unnecessary, and harmful to small businesses across our state.

Sincerely,
Tanya Osmus
Designated Managing Broker
Keller Williams Realty Professionals
Oregon Real Estate Licensee