

Submitter: Jaclin Rogowski

On Behalf Of:

Committee: Senate Committee On Commerce and General Government

Measure, Appointment or SB1513
Topic:

-Our administrative rules administered by the Real Estate Agency already cover deceptive or misleading advertising. Brokerage name must be clearly and conspicuously visible on all advertising.

-The terms Realty or Real Estate are descriptor words; they simply describe the service you are providing. By removing the terms from your team name, could the public be confused as to what you service you provide?

-Restricting the terms Realty or Real Estate in a team name is potentially unconstitutional.

-Oregon has the Team Disclosure which clearly identifies the team name, all team members, brokerage name and the managing principal broker's name.

-The financial impact to you could be significant. Think of the cost to register a new name, change branding, new signs, reprint or reformat marketing materials...perhaps a loss of brand recognition, just to name a few expenses.