

Submitter: Lorraine Abney
On Behalf Of:
Committee: Senate Committee On Commerce and General Government
Measure, Appointment or SB1513
Topic:

Chair and Members of the Committee,

I am testifying in opposition to SB 1513 as currently proposed.

1. 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 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. “Real estate” is an industry descriptor. Removing industry identifiers makes it harder — not easier — for the public to understand who provides licensed brokerage services.
4. 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.
5. 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. 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.

In 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.

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