

## **Testimony in Opposition to SB 1513**

Chair and Members of the Committee,

My name is Tabitha. I am a Principal Broker and Transaction Coordinator in the Willamette Valley, and I am submitting this testimony in opposition to SB 1513.

SB 1513 does not improve consumer protection — it restricts honest business identification.

Real estate teams that include words like “Realty” or “Real Estate” in their names are not misleading the public. These terms clearly describe the services being offered. Preventing their use does not prevent fraud or confusion; it limits transparency and accurate communication.

Oregon already has strong safeguards in place to protect consumers.

Teams operate under licensed brokerages, supervised by Principal Brokers, and are required to provide clear disclosures identifying who they work for and who holds legal responsibility. Consumers already have access to this information. SB 1513 does not address a gap in oversight — it adds an unnecessary naming restriction.

This bill would likely create more confusion, not less.

Removing industry identifiers from team names makes it harder for consumers to quickly understand who provides licensed real estate services. Without clear wording, teams could easily be mistaken for marketing firms or service providers unrelated to real estate transactions.

The financial impact on small businesses would be substantial.

Many Oregon real estate teams have invested years into building their brand recognition. Forcing rebranding would require costly changes to signage, websites, marketing materials, contracts, and online presence, creating financial harm with no corresponding consumer benefit.

Real estate teams are already accountable.

They operate under existing regulatory oversight through licensed brokerages and the Oregon Real Estate Agency. SB 1513 does not regulate misconduct — it regulates naming conventions.

For these reasons, I respectfully urge the committee to oppose SB 1513 or amend it to allow the continued use of truthful industry descriptors such as “Realty” and “Real Estate” in team names.