

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

Below are reasons why I oppose SB1513.

\*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 my team name, could the public be confused as to what service I 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 would 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.