

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

Dear Members of the Oregon State Legislature,

I am writing in opposition to SB 1513 and specifically to the provisions restricting the use of the terms “Realty” or “Real Estate” in real estate team names.

The Oregon Real Estate Agency already administers comprehensive rules governing deceptive or misleading advertising. Current administrative rules require that a brokerage’s name be clearly and conspicuously visible on all advertising, ensuring transparency and consumer protection. Additional statutory restrictions are unnecessary and duplicative.

The terms “Realty” and “Real Estate” are descriptive in nature. They simply describe the services being provided. Prohibiting teams from using these commonly understood terms could actually create consumer confusion by obscuring the nature of the services offered. Rather than improving clarity, this restriction may undermine it.

Further, restricting the use of lawful, descriptive language in a team name raises serious constitutional concerns. Limiting truthful, non-misleading commercial speech is potentially unconstitutional and exposes the state to unnecessary legal risk.

Oregon already has a robust Team Disclosure requirement. This disclosure clearly identifies the team name, all team members, the brokerage name, and the managing principal broker. These existing disclosures provide consumers with clear, accurate information and accountability without the need for additional constraints.

Finally, the financial impact of this bill on licensees could be significant. Required changes may include registering a new team name, rebranding, replacing signage, reprinting or reformatting marketing materials, updating digital assets, and potentially losing hard-earned brand recognition. These costs would be imposed without any demonstrated consumer benefit.

For these reasons, I respectfully urge you to oppose SB 1513. Oregon’s existing regulatory framework already protects consumers effectively, and this bill introduces unnecessary restrictions, costs, and legal concerns.

Thank you for your time and consideration.

Sincerely,
Holly Cole
Oregon Licensed Broker