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

To the Members of the Senate Interim Committee on Commerce and General Government,

Good Afternoon,

I'm writing again in opposition to SB 1513. While I appreciate the intent to provide temporary relief, this bill ultimately leaves in place a rule that is unnecessary, harmful to small businesses, and potentially unconstitutional.

SB 1513 simply delays enforcement of the team-name restrictions created by HB 3137. It does not solve the underlying issue. When that temporary allowance expires in 2027, Oregon real estate professionals will face the same disruption, just two years later.

From a practical standpoint, Oregon already has strong consumer protection laws on the books. Current statutes and Oregon Real Estate Agency rules require clear identification of the supervising brokerage and registered business name, prohibit misleading or deceptive advertising, and give OREA authority to investigate and discipline licensees. If these existing rules were consistently enforced, the concerns cited in support of HB 3137 would already be addressed. There is no demonstrated regulatory gap that justifies banning commonly used professional terms.

The words "realty" and "real estate" are straightforward, truthful descriptions of licensed professional services. Prohibiting teams from using these terms, while allowing brokerages to continue doing so, creates a content-based restriction on commercial speech. Without offering a legal opinion, this raises serious constitutional concerns, especially when far less restrictive alternatives already exist, such as requiring prominent display of the brokerage's registered business name or a simple disclosure that a team operates under a brokerage.

Delaying enforcement does not fix a flawed policy. It merely prolongs uncertainty for Oregon real estate teams, many of which function as small businesses. These teams pay taxes, invest in branding and marketing, employ staff, and operate with real overhead. By postponing enforcement rather than correcting the rule itself, SB 1513 makes it harder for these businesses to plan, budget, and invest with confidence, while leaving them exposed to inevitable forced rebranding costs down the road.

Across Oregon, real estate teams have invested significant time, money, and goodwill into brands that are not misleading, not deceptive, and clearly affiliated with registered brokerages. Forced rebranding would require replacing signage, marketing materials, websites and domains, contracts and disclosures, and would result in loss of brand recognition and consumer trust. These are not minor expenses. They amount to thousands of dollars per business and disproportionately impact small and minority-owned teams.

Importantly, when marketing already clearly identifies the supervising brokerage and registered business name, the use of “realty” or “real estate” does not confuse consumers. These terms simply describe the service being provided. Buyers and sellers already understand that teams operate under brokerages.

If consumer protection is truly the goal, Oregon already has the tools to achieve it. The appropriate solution is consistent enforcement of existing law, not eliminating common professional language.

For these reasons, I respectfully urge the legislature to ***repeal or permanently amend the team-name restriction***, rather than merely delaying its impact.

Thank you for your time and consideration.

Sincerely,
Spencer Voris