

Relating to Real Estate Team Naming Restrictions

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

Dear Senators,

I write in opposition to SB 1513. While it offers a temporary delay, it leaves in place a rule that is unnecessary, economically harmful, and potentially unconstitutional for Oregon real estate professionals.

SB 1513 does not fix the problem created by HB 3137—it merely postpones it. When the delay expires in 2027, the same disruption will occur, creating prolonged uncertainty for real estate teams across Oregon.

Importantly, existing Oregon law already provides strong consumer protections. Current statutes and Oregon Real Estate Agency rules prohibit misleading advertising, require clear identification of the supervising brokerage and registered business name, and authorize discipline for violations. There is no demonstrated regulatory gap that justifies banning commonly used, truthful professional terms. Proper enforcement of existing law fully addresses consumer protection concerns.

The restriction is also legally questionable. Terms like “realty” and “real estate” are generic descriptors of licensed activity. Prohibiting their use by teams—while allowing brokerages to use them—creates a content-based restriction on commercial speech. Less restrictive, lawful alternatives already exist, such as requiring prominent disclosure of the brokerage’s registered business name or a clear statement of team affiliation.

Real estate teams are small businesses. They pay taxes, employ workers, and invest significant capital in branding and marketing. Forced rebranding would require replacing signage, marketing materials, websites, contracts, and domains—costing thousands of dollars per business and disproportionately harming small and minority-owned teams. Delaying enforcement does not reduce this harm; it only defers it.

Finally, the restriction does not improve consumer clarity. When brokerage affiliation is clearly disclosed, the use of “realty” or “real estate” accurately describes the services provided and does not confuse the public.

If consumer protection is the goal, Oregon already has the tools to achieve it. I respectfully urge the legislature to repeal or permanently amend the team-name restriction rather than delay its impact.

Sincerely,

Kelly Sandstrom
Keller Williams Realty Professionals
Realtor
Oregon Real Estate Licensee