

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

February 4, 2026

Written Opposition to Oregon SB 1513
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, not because it provides temporary relief, but because it leaves in place a rule that is potentially unconstitutional, unnecessary, and economically harmful to Oregon real estate professionals.

SB 1513 merely delays enforcement of the team-name restriction created by HB 3137. It does not resolve the underlying problems. When the temporary allowance expires in 2027, the same harm will occur—just two years later.

Existing Oregon Law Already Protects Consumers

Oregon statutes and OREA's administrative rules already provide robust protection against misleading advertising, including requirements that advertising clearly identify the supervising brokerage and registered business name, prohibitions against false or misleading representations, and authority for OREA to investigate and discipline licensees for violations.

If these rules were consistently enforced, the public concerns cited in support of HB 3137 would already be addressed. There is no demonstrated regulatory gap justifying the ban on commonly used professional terms.

The Rule Is Potentially Unconstitutional

The terms "realty" and "real estate" are generic, truthful descriptors of licensed professional activity. Prohibiting their use by affiliated teams—while allowing brokerages to continue using them—creates a content-based restriction on commercial speech that is potentially unconstitutional, particularly when less restrictive alternatives exist, such as requiring prominent display of the brokerage's

registered business name or a brief affiliation disclosure.

A Delay Does Not Fix the Problem

SB 1513 acknowledges the disruption by postponing enforcement, but delaying implementation does not cure a flawed policy. It extends uncertainty for Oregon real estate teams—many recognized as small businesses by the Oregon Department of Revenue—leaving them unable to plan, budget, or invest with confidence while facing inevitable rebranding costs.

Significant Financial Harm

Real estate teams have invested substantial time, money, and goodwill into building brands that are not misleading, not deceptive, and clearly affiliated with a registered brokerage. Forced rebranding would require new signage, marketing materials, website and domain changes, reprinting contracts and disclosures, and loss of brand recognition—representing thousands of dollars per business and disproportionately harming small and minority-owned teams.

Conclusion

SB 1513 does not resolve the problem created by HB 3137. If consumer protection is the goal, Oregon already has the tools to achieve it through enforcement of existing law, not elimination of common professional language.

I respectfully urge the legislature to repeal or permanently amend the team-name restriction rather than delay its impact.

Sincerely,
Alby Heredia