

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,

This is my written testimony for opposition to SB 1513.

Forbidding the use of “Realty” or “real estate” in a team name would drastically impact our small family business and brand. My husband and I are a husband and wife team and have built our business for the last 10 years on this family name. The legacy and branding of our company, “Coble Realty Group”, is centered around our last names and the services we provide. We’ve had this business and all tools supporting this business – such as email, marketing, etc. for almost 10 years. Everything is tied specifically to this brand and the amount of resources it would cost to switch this, along with the confusion and potential loss of business it would cause our clients for no longer having or associating with “Coble Realty Group” emails or brand name would be detrimental to our business. The last couple years have been increasingly hard on our business with some of the economic factors slowing the rate people buy and sell down. This change would have a huge hit to our business by forcing us to change all of our marketing and ways past clients can communicate with us.

I sincerely hope you consider the impact that this decision will have on several thousand community real estate agents and team members in our local area – and the financial hardship it will cause.

Thank you,

Michelle Coble, MBA

Real Estate Agent - Coble Realty Group with Keller Williams Real Estate Professionals