

**To: Members of the Senate Interim Committee on Commerce and General Government Subject: Opposing SB 1513 – A Band-Aid, Not a Solution**

Dear Senators,

I'm writing to you today as a Principal Broker at Keller Williams Realty Professionals, and as a small business owner concerned about the future of our industry. While SB 1513 offers a "delay" in enforcement, it doesn't actually solve the problem. It's a temporary reprieve from a rule that is unnecessary, expensive, and doesn't make sense for the public we serve.

**We already have the rules we need.** Current Oregon law is already clear: we cannot mislead the public. We are already required to prominently display our supervising brokerage's name on every piece of marketing we produce. If the OREA enforced the rules already on the books, the "consumer confusion" this bill claims to fix would vanish. We don't need to ban the words "Realty" or "Real Estate" to protect people; just as a CPA or Physician needs to use their professional practice in their advertising.

**This is an "unfunded mandate" on small businesses.** By banning these common terms, you are forcing thousands of Oregon real estate teams—many of which are small, independent enterprises—to throw away years of branding and thousands of dollars in marketing. We're talking about:

- Scrapping perfectly good signage.
- Paying for new websites and domain names.
- Losing the local trust and brand equity we've spent years building.

Forced rebranding isn't cheap. It hits our small and minority-owned teams the hardest. Statistics show that roughly **11% of Realtors in the U.S. identify as Hispanic/Latino and 6% as Black**; these are often the very entrepreneurs building the boutique teams that this rule would disproportionately stifle.

**A delay is just a "slow-motion" disaster.** SB 1513 basically says, "*We know this is disruptive, so we'll wait until 2027 to hurt your business.*" That doesn't help us plan, budget, or grow. It just leaves us in a state of limbo.

**The Bottom Line:** The words "Realty" and "Real Estate" are literally what we do. Using them isn't deceptive—it's transparent. If I tell a client I work in "real estate," they aren't confused; they're informed.

I respectfully urge the legislature to stop kicking the can down the road. Please repeal or permanently amend the team-name restriction rather than just delaying the inevitable

damage. Let's focus on enforcing the transparency we already have instead of banning the language of our profession.

Sincerely,

— DocuSigned by:  
Karina Stark 4/2026 | 4:39 PM PST  
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**Karina Stark**

Principal Broker |

Keller Williams Realty Professionals

Oregon Real Estate Licensee