

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

Our administrative rules administered by the Real Estate Agency already cover deceptive or misleading advertising. Brokerage name must be clearly and conspicuously visible on all advertising.

The terms Realty or Real Estate are descriptor words; they simply describe the service you are providing. By removing the terms from your team name, could the public be confused as to what you service you provide?

Restricting the terms Realty or Real Estate in a team name is potentially unconstitutional.

Oregon has the Team Disclosure which clearly identifies the team name, all team members, brokerage name and the managing principal broker's name.

The financial impact to you could be significant. Think of the cost to register a new name, change branding, new signs, reprint or reformat marketing materials...perhaps a loss of brand recognition, just to name a few expenses.