

Submitter: Peter Clark
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 because it does not resolve the underlying problems created by HB 3137. While it provides temporary relief, it leaves in place a rule that is unnecessary, potentially unconstitutional, and economically harmful to Oregon real estate professionals.

SB 1513 merely delays enforcement of the team-name restriction. When the temporary allowance expires in 2027, the same disruption and financial harm will occur—only later. A delay does not fix a flawed policy.

Oregon already has strong consumer protection laws. Existing statutes and Oregon Real Estate Agency rules require clear advertising, identification of the supervising brokerage, and prohibit misleading representations. OREA has full authority to investigate and discipline violations. There is no demonstrated regulatory gap that justifies banning common professional terms.

The terms “realty” and “real estate” are truthful, generic descriptors of licensed professional activity. Prohibiting their use by affiliated teams—while allowing brokerages to use them—creates a content-based restriction on commercial speech. While I do not offer a legal opinion, this blanket restriction is potentially unconstitutional, particularly when less restrictive alternatives already exist, such as requiring prominent display of the registered brokerage name or a simple affiliation disclosure.

Delaying enforcement creates ongoing uncertainty for Oregon real estate teams, many of which qualify as small businesses. These teams invest substantial resources in branding, marketing, and compliance. Forced rebranding would require new signage, marketing materials, websites, contracts, and advertising, while eroding consumer trust and brand recognition. These costs often reach thousands of dollars

per business and disproportionately affect small and minority-owned teams.

When advertising clearly identifies the supervising brokerage, the use of “realty” or “real estate” does not confuse consumers. These terms simply describe the services provided. Consumers already understand that teams operate under brokerages.

SB 1513 acknowledges the harm this rule would cause, yet fails to correct it. If consumer protection is the goal, Oregon already has the tools to achieve it through consistent enforcement of existing law. Eliminating common professional language is unnecessary and counterproductive.

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

Sincerely,
Peter G Clark
Keller Williams Realty Portland Premiere
Principal Broker & Owner