

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

To Whom It May Concern,

I am writing in strong opposition to SB1513 and the continued enforcement of restrictions preventing real estate teams from using the terms “Realty” or “Real Estate” in their team names.

For over five years I have built a real estate brand that includes these descriptor terms. I have invested thousands of dollars and countless hours into signage, website development, marketing materials, social media branding, print advertising, and community recognition. Forcing a mandatory rebrand would create a significant and unnecessary financial burden, disrupt established business identity, and diminish hard earned consumer trust.

The Oregon Real Estate Agency already enforces comprehensive advertising rules that prevent deceptive or misleading practices. Brokerage names are required to be clearly displayed, and the Team Disclosure form transparently identifies the team name, members, brokerage, and managing principal broker. These protections already ensure clarity for the public.

The terms “Realty” and “Real Estate” are descriptive in nature. They simply communicate the services provided. Removing these terms from team names may actually create confusion for consumers, making it less clear what services a team offers.

To illustrate how unreasonable this restriction is, consider how it would apply to other professions. Imagine telling a law firm they can no longer use the word “Law” or “Legal” in their business name, or requiring a construction company to remove “Construction” or “Builders,” or preventing a medical clinic from using “Medical” or “Health.” These descriptor words exist to clearly communicate the service being provided to the public. No other industry is being forced to strip accurate, non misleading descriptors from their business names after investing years and significant financial resources into brand development. Real estate professionals should not be singled out for restrictions that would be considered unreasonable and harmful in any other field.

Additionally, restricting the use of commonly descriptive professional terms raises serious constitutional concerns related to commercial free speech.

SB1513 does not solve a demonstrated consumer protection problem. Instead, it imposes financial harm on small business owners, disrupts established branding, and creates unnecessary regulatory overreach.

I respectfully urge legislators to oppose SB1513 and pursue a permanent solution that allows real estate teams to continue using accurate descriptive terms in their branding while maintaining the strong advertising transparency rules already in place.

Thank you for your time and consideration.

Sincerely,
Nick Holmboe
Licensed Broker, Oregon
Keller Williams Realty Central Oregon