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Re: Opposition to SB1513

To the Honorable Members of the Oregon Senate Committee on Commerce and General Government,

Dear Chair and Members of the Committee,

My name is Alex Phan, and I am the Team Leader of Diverse Realty Group. I respectfully submit this testimony in opposition to SB 1513.

I fully support efforts to ensure transparency and protect Oregon consumers in real estate transactions. However, SB 1513 imposes significant burdens on real estate professionals without delivering meaningful consumer benefits. While the bill provides additional time before compliance is required, it still reflects an underlying mandate that would force businesses like mine to consider wholesale rebranding — a cost that falls entirely on small business owners and teams operating within brokerages.

#### 1. Unreasonable Economic and Operational Burdens

Over the past several years I have invested significant time, capital, and professional energy building the Diverse Realty Group brand — including marketing assets, domain names, digital presence, printed materials, signage, and community recognition. A mandated name change or any constraint on our team naming significantly threatens these investments.

Rebranding involves substantial expense in:

- DBA registrations and state filings
- Website domains and SEO repositioning





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- Email systems and digital profiles
- Social media and advertising assets
- Physical signage and print materials

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These are real costs to real small businesses. Opposition testimony from other brokers has clearly documented similar financial impacts statewide, where cumulative rebranding costs could run into the millions.

## 2. Lack of Practical Alternatives

At this time, my team has no viable alternative naming options that both comply with the proposed restrictions and preserve the equity tied to our established brand. The “Diverse” name is central to who we are — not only in Oregon’s competitive real estate market but also within the communities we serve. For many businesses, team names are more than identifiers; they reflect brand reputation built over years of client service, trust development, and community engagement.

## 3. Shared Themes From Other Opposition Testimony

A review of opposition testimony submitted by over 20 real estate professionals reveals consistent themes:

- Naming restrictions are not directly tied to demonstrable consumer harm.
- Existing disclosure and licensing requirements already provide consumers with clear information about brokerage relationships.
- Regulatory solutions could focus on transparency — such as enhanced license lookup tools — without forcing costly rebrands.

These voices also emphasize the disproportionate economic impact of mandatory naming changes and the absence of evidence that team names cause consumer confusion.

## 4. Broad Economic Impact on Small Businesses

SB 1513’s approach — even as a temporary delay — signals that team branding can be legislated in ways that impose significant compliance costs on independent professionals. For many small teams, these costs do not enhance consumer protection but instead divert resources away from client service, hiring, training, and community-based programs that directly benefit Oregon families.

For these reasons, I respectfully urge you to oppose SB 1513 and instead consider regulatory frameworks that enhance transparency without unduly harming small businesses. These alternatives could include improved disclosure fields in state licensing databases, clearer agency





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agreements, or consumer education campaigns — all of which would advance public understanding without stripping away brand equity or imposing severe financial burdens.

Thank you for your thoughtful consideration.

Respectfully submitted,

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