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

SB1513 will be detrimental to my business and my colleagues. It will cost thousands and thousands of dollars for rebranding, marketing, filing articles of organization, paying fees and changing countless print and digital materials. Digital footprints are forever, online social platforms, websites and more will need to be redone and organic growth online takes forever. Brand recognition in SEO and online presence is a big factor in this day and age. With AI growing and being trained to aid business owners, a delay with implementation of the rule will only make this more problematic. Most every single consumer uses Google search to find Real Estate and Realty.

You have to ask if it is fair to say a smaller team of brokers should not be able to promote their business in a way that provides them with the best opportunity to be successful, in the way they have grown their business over years of building relationships and their brand? Who is this really benefitting? With full disclosure is this really an issue?

This change will create confusion for consumers when they can't identify what an individual's business is without the use of these descriptive words. What are we providing services for? How is a licensed professional team supposed to distinguish themselves like other independent contractors who use their name and trade - like John Smith Plumbing or John Smith Real Estate? Right away, you know what both of these John's do. Is there another term to be used to promote, advertise or explain to people what your business service offering is.

Our administrative rules administered by the Real Estate Agency already cover deceptive or misleading advertising so that there are protocols in place to make sure consumers are protected. We use our Brokerage name and it is clearly and conspicuously visible on all of our advertising and the terms Realty or Real Estate are the words that describe the services we offer. Further with the use of the Oregon Team Disclosure we identify our team name, all our team members, our brokerage name and our managing principal broker's name and our clients sign this so that they know who we are and how we are representing them and ourselves.