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

?I am writing to express my concerns regarding the potential restriction of the terms "Realty" and "Real Estate" within professional team names. While the goal of clarity in advertising is shared by all, I believe the existing regulatory framework and the practical realities of our industry make such a restriction unnecessary and potentially harmful.

?I would like to highlight the following points for your consideration:

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Current administrative rules managed by the Real Estate Agency already strictly prohibit deceptive or misleading advertising. Furthermore, regulations requiring the brokerage name to be clearly and conspicuously visible on all materials already ensure that consumers are aware of the underlying firm.

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The terms "Realty" and "Real Estate" are essential descriptors. They explicitly define the service being provided. Removing these descriptors from a team name is more likely to cause public confusion than to prevent it, as it strips away the primary context of the business.

Restricting the use of truthful, descriptive professional terms in a business name raises significant legal questions and is potentially an unconstitutional infringement on commercial speech.

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Oregon already utilizes a robust Team Disclosure system. This system clearly identifies the team name, all individual members, the associated brokerage, and the managing principal broker's name, providing full transparency to the public.

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The financial burden on small business owners would be substantial. Forcing a name change necessitates significant expenses, including:

?State registration and filing fees.

?Complete rebranding of digital and physical assets.

?Replacement of all yard signs and marketing collateral.

?The intangible, yet critical, loss of brand recognition built over years of service.

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?Before moving forward with such a restrictive measure, I urge the Agency to consider whether the "problem" isn't already solved by our current disclosure laws. We should avoid imposing heavy financial and legal burdens on licensees when transparency is already being achieved.