

Submitter: Helen Marston

On Behalf Of:

Committee: Senate Committee On Commerce and General Government

Measure, Appointment or Topic: SB1513

Dear Committee members,

1. Our administrative rules administered by the Real Estate Agency already cover deceptive or misleading advertising. Brokerage name must be clearly and conspicuously visible on all advertising.
2. The terms Realty or Real Estate are descriptor words; they simply describe the service I am providing. By removing the terms from my team name, could the public be confused as to what the service I provide?
3. Restricting the terms Realty or Real Estate in a team name is potentially unconstitutional.
4. Oregon has the Team Disclosure which clearly identifies the team name, all team members, brokerage name and the managing principal broker's name.
5. The financial impact to me could be significant. The cost to register a new name, change branding, new signs, reprint or reformat marketing materials will be huge. And not mention of losing the brand of my business.

Please Vote NO on SB1513.