

Submitter: Heather MacDowall

On Behalf Of:

Committee: Senate Committee On Commerce and General
Government

Measure, Appointment or Topic: SB1513

Our administrative rules already prohibit deceptive or misleading advertising, requiring brokerage names to be clearly visible in all ads. "Realty" and "Real Estate" simply describe services provided and removing them from team names could confuse the public about your offerings. Restricting these terms may also raise constitutional issues. Oregon's Team Disclosure mandates listing the team name, members, brokerage, and managing principal broker. Changing your team name could result in significant costs, including rebranding, signage, marketing materials, and potential loss of brand recognition.