

February 5th, 2026

Written Opposition to Oregon SB 1513 – Team Naming Restrictions

To: Members of the Senate Interim Committee on Commerce and General Government

Dear Senators,

My name is Taryn McKillion and I am a licensed Oregon real estate professional and a member of the McKillion Real Estate Group at Keller Williams Sunset Corridor. I am writing to express my strong opposition to SB 1513 and to the underlying team-naming restrictions that this bill merely delays rather than resolves.

Our team has operated transparently and in full compliance with Oregon law. At no point do we attempt to obscure or minimize our affiliation with Keller Williams Sunset Corridor. In fact, our brokerage name is consistently and prominently displayed on all marketing materials, contracts, signage, and advertising, as required by existing Oregon statutes and Oregon Real Estate Agency (OREA) rules.

Existing law already protects consumers.

Oregon already has robust regulations in place to prevent misleading or deceptive advertising. OREA rules require clear identification of the supervising brokerage, prohibit false representations, and provide enforcement mechanisms when violations occur. When these rules are enforced as written, they fully address the consumer-protection concerns cited in support of HB 3137. SB 1513 does not introduce new consumer protections; it simply delays enforcement of an unnecessary restriction.

Team names using “real estate” are accurate and not misleading.

The term “real estate” truthfully describes the licensed services our team provides. Prohibiting teams from using this accurate, industry-standard language — while allowing brokerages to do so — creates confusion rather than clarity. Consumers understand that real estate teams operate under brokerages, especially when the brokerage name is clearly disclosed. Eliminating truthful terminology does not improve consumer understanding.

The financial and operational impact on small businesses is significant.

Our team has invested years of time, money, and effort into building a recognizable and compliant brand. Forced rebranding would require replacing signage, redesigning marketing materials, updating websites and domains, revising disclosures and contracts, and rebuilding brand recognition. These costs are substantial and fall disproportionately on small and independently operated teams, many of whom do not have the financial resources of large brokerages.

A temporary delay is not a solution.

SB 1513 acknowledges the disruption this rule causes but fails to correct the underlying issue.

By postponing enforcement rather than repealing or permanently amending the restriction, the bill creates ongoing uncertainty and prevents teams from planning responsibly for the future. The same harm will simply be imposed later.

Conclusion

SB 1513 does not solve the problem created by HB 3137. Oregon already has effective laws to ensure consumer transparency and protection. The appropriate path forward is consistent enforcement of existing regulations, not restricting truthful, commonly understood professional language used by compliant real estate teams.

I respectfully urge the legislature to repeal or permanently amend the team-naming restriction rather than delaying its enforcement.

Thank you for your time and consideration.

Sincerely,

Taryn McKillion

Licensed Oregon Real Estate Broker
McKillion Real Estate Group
Keller Williams Sunset Corridor