

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

To Whom It May Concern,

I am writing in formal opposition to SB 1513.

I am a licensed real estate professional in Oregon and operate a business that includes the term “Real Estate” in its name. As written, this proposal would have a direct and material impact on my business, my branding, and my ability to clearly communicate the services I provide to the public.

First, Oregon already has comprehensive administrative rules governing deceptive or misleading advertising. The Real Estate Agency requires that brokerage affiliation be clearly and conspicuously displayed in all advertising, and existing enforcement mechanisms already address consumer protection concerns. This proposed restriction is therefore redundant and unnecessary.

Second, the terms “Realty” and “Real Estate” are descriptive in nature. They plainly communicate the type of service being offered. Removing these terms from team or business names does not improve consumer clarity; in fact, it risks creating confusion by obscuring what service the public should reasonably expect.

Third, restricting the use of common, descriptive language in a lawful business name raises serious constitutional concerns. Limiting the use of widely understood terms that accurately describe a service appears to be an overreach, particularly when no demonstrated pattern of consumer harm has been presented.

Oregon’s existing Team Disclosure requirements already provide transparency by clearly identifying the team name, all team members, the supervising brokerage, and the managing principal broker. Consumers are already well protected under the current framework.

Finally, the financial and operational impact of this change would be significant. Rebranding costs, legal filings, marketing material replacement, signage changes, and the loss of established brand recognition represent real economic harm to small businesses across the state — with no clear corresponding public benefit.

For these reasons, I respectfully urge you to oppose SB 1513 or substantially amend it to preserve the lawful use of descriptive terms such as “Realty” and “Real Estate” in

business and team names.

Thank you for your time and consideration.

Sincerely,  
Austin Buskohl  
Licensed Real Estate Broker, Oregon