

Written Testimony in Opposition to Oregon SB 1513
Rhonda Riley, Oregon Real Estate Broker

Chair and Members of the Committee,

My name is Rhonda Riley. I am a licensed Oregon real estate broker and small business owner. I am submitting this testimony in opposition to SB 1513 because it does not resolve the underlying harm created by HB 3137 and continues to place unnecessary burdens on compliant real estate professionals without improving consumer protection.

SB 1513 temporarily delays enforcement of team-naming restrictions until 2027, but it leaves the flawed policy in place. A delay is not a solution. It creates ongoing uncertainty for real estate professionals who must plan, budget, and operate their businesses responsibly. When enforcement resumes, the same negative consequences will occur only later.

Oregon already has strong consumer protection laws in place. The Oregon Real Estate Agency regulates advertising and marketing and requires clear identification of the supervising brokerage. Existing rules prohibit misleading representations and provide enforcement authority when violations occur. When properly enforced, these regulations already address the consumer-protection concerns cited in support of HB 3137. There is no demonstrated regulatory gap that justifies restricting commonly used, accurate professional terminology.

As a small business owner, I have invested significant resources into building a compliant and transparent brand that clearly identifies my brokerage affiliation. Forced rebranding would require replacing signage, redesigning marketing materials, updating websites and domains, revising disclosures, and rebuilding public recognition. These costs are substantial, often totaling thousands of dollars and disproportionately impact small and independent businesses, with no measurable benefit to consumers.

The use of terms such as “realty” or “real estate” does not mislead the public when brokerage identification is clearly displayed. These terms accurately describe licensed professional services. Consumers already understand that agents and teams operate under brokerages. Eliminating truthful language does not increase clarity, it reduces it while adding unnecessary complexity.

SB 1513 implicitly acknowledges the disruption this policy causes by delaying enforcement. However, postponement does not correct a flawed rule. It simply extends instability and guarantees future economic harm.

Oregon’s focus should be on consistent enforcement of existing law—not restricting widely accepted professional language. I respectfully urge the legislature to repeal or permanently amend the team-naming restriction rather than delay its enforcement.

Thank you for your consideration.

Rhonda Riley
Oregon Real Estate Broker