

February 4, 2026

Written Opposition to Oregon SB 1513 – Team Naming Restrictions

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

Dear Senators,

I am writing to express my **opposition to SB 1513**. While the bill offers a temporary pause in enforcement, it ultimately preserves a policy that is unnecessary, economically disruptive, and potentially unconstitutional for Oregon real estate professionals.

SB 1513 does not solve the core issue created by HB 3137 - it simply postpones it. When the temporary allowance ends in 2027, the same negative consequences will surface again, only delayed. This creates prolonged uncertainty rather than meaningful resolution.

Existing law already protects consumers

Oregon statutes and the administrative rules enforced by the Oregon Real Estate Agency already provide strong safeguards against misleading or deceptive advertising. Current regulations require that marketing materials clearly identify the supervising brokerage and registered business name, prohibit false or confusing representations, and empower OREA to investigate and discipline violations. When these rules are actively and consistently enforced, the consumer-protection concerns cited in support of HB 3137 are already addressed. There is no demonstrated regulatory gap that justifies restricting the use of commonly accepted professional terminology.

Concerns regarding constitutionality

Words such as “realty” and “real estate” are generic, accurate descriptors of licensed professional services. Preventing affiliated teams from using these terms - while permitting brokerages to continue doing so - creates a content-based limitation on commercial speech. I am not presenting a legal conclusion, but broad restrictions of this nature raise legitimate constitutional questions, particularly when less restrictive options are available. Alternatives such as requiring a clear display of the brokerage’s registered business name or a simple disclosure of team affiliation would protect consumers without eliminating truthful language.

A delay is not a solution

By postponing enforcement, SB 1513 implicitly recognizes the disruption this rule would cause. However, deferral does not correct a flawed policy - it only extends instability. Many Oregon real estate teams are recognized small businesses that pay taxes, invest in marketing, and operate with the same financial responsibilities as other independent enterprises. Leaving the rule intact while delaying its implementation prevents these businesses from planning and budgeting with confidence and guarantees that rebranding costs will simply be incurred later instead of avoided altogether.

Financial and operational impact

Real estate teams across the state have invested substantial resources into building brands that are transparent, accurate, and clearly connected to their supervising brokerages. Forced rebranding would require replacing signage, redesigning marketing collateral, updating websites and domains, revising contracts and disclosures, and rebuilding public recognition and trust. These are not minimal expenses - they often total thousands and in some cases tens of thousands of dollars per business and place a disproportionate burden on small and minority-owned teams.

No measurable improvement to consumer clarity

When marketing materials prominently identify the supervising brokerage and registered business name, the use of the words “realty” or “real estate” does not mislead the public. These terms simply describe the services being offered. Consumers already understand that teams function under brokerages, and the presence of clear brokerage identification provides sufficient transparency.

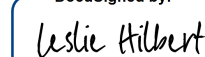
Conclusion

SB 1513 does not correct the underlying problem introduced by HB 3137; it only postpones its effects. Oregon already possesses effective regulatory tools to ensure consumer protection. The more appropriate path forward is consistent enforcement of existing law rather than restricting widely used professional language.

I respectfully urge the legislature to repeal or permanently amend the team-name restriction instead of merely delaying its enforcement.

Sincerely,

DocuSigned by:



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