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

Our administrative rules administered by the Real Estate Agency already cover deceptive or misleading advertising. Brokerage name must be clearly and conspicuously visible on all advertising. The terms Realty or Real Estate are descriptor words; they simply describe the service you are providing. By removing the terms from your team name, could the public be confused as to what you service you provide? I believe that restricting the terms Realty or Real Estate in a team name is potentially unconstitutional and should not be done. Also Oregon has the Team Disclosure which clearly identifies the team name, all team members, brokerage name and the managing principal broker's name. On top of that a newer agent who has already paid for and gotten all of marketing done with their current business name is going to take a huge hit. Think of the cost to register a new name, change branding, new signs, reprint or reformat marketing materials...perhaps a loss of brand recognition, and that's just to name a few expenses. For someone who has already done all of that and trying to gain footing in this industry is going to send them overboard with expenses.