

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

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

RE: Opposition to SB 1513 (Real Estate Team Naming Restrictions)

To the Committee Members:

I am writing to express my firm opposition to SB 1513. While this bill offers a temporary delay in enforcement, it fails to address a rule that is unnecessary, economically harmful, and potentially unconstitutional. SB 1513 is a Band-Aid on a flawed policy. Delaying the enforcement until 2027 does not solve the problem; it simply guarantees that the same disruption and financial harm will hit Oregon small businesses two years later.

We Already Have Consumer Protections

Oregon law already provides the Oregon Real Estate Agency (OREA) with all the tools necessary to protect the public. Current statutes require that all advertising clearly identifies the supervising brokerage and prohibits any misleading representations. If there are concerns about consumer clarity, the solution is consistent enforcement of these existing rules, not a blanket ban on common professional terms like "realty" or "real estate."

A Delay Is Not a Solution

By merely postponing the implementation of these naming restrictions, the legislature is creating a climate of uncertainty. Real estate teams are small businesses that invest significant capital into branding, marketing, and community goodwill. We cannot effectively plan, budget, or grow while facing the looming threat of a forced rebranding. This delay leaves these businesses in a state of professional limbo.

The Real Economic Cost

The financial burden of this rule is substantial. Forcing teams to change their names requires new signage, updated marketing materials, website overhauls, and the reprinting of all contracts and disclosures. These are not minor costs. They represent thousands of dollars in expenses that disproportionately impact small and minority owned teams. Furthermore, this forced rebranding erases years of brand equity without providing any measurable benefit to the consumer.

Conclusion

The terms "realty" and "real estate" accurately describe the services we provide. When used alongside the registered business name of the brokerage, there is no risk of consumer confusion. I respectfully urge the legislature to repeal or permanently amend the team name restrictions rather than simply delaying their impact. Let us focus on enforcing the robust laws we already have rather than creating new, unnecessary hurdles for Oregon's real estate professionals.

Sincerely,

Felicity J Cortese