

Submitter: Ted Tanner
On Behalf Of:
Committee: Senate Committee On Commerce and General Government
Measure, Appointment or Topic: SB1513
Subject: Opposition to SB 1513 – Demand for Permanent Repeal, Not Temporary Delays

Dear Members of the Senate Interim Committee on Commerce and General Government,

I am writing to formally oppose SB 1513. While this bill offers a temporary pause on team-naming restrictions, it fails to address the fundamental flaws of the underlying policy. A delay is not a solution; it is merely postponed instability for Oregon's real estate professionals.

Key Concerns: Existing Protections are Sufficient: Current Oregon Real Estate Agency (OREA) guidelines already mandate clear brokerage identification. There is no "regulatory gap" that justifies banning generic terms like "realty" or "real estate."

Economic Burden: Forcing teams to rebrand by 2027 will cost small businesses thousands in wasted marketing and signage costs.

Constitutional Risk: Restricting truthful commercial speech raises significant legal concerns when less restrictive transparency measures are available.

I urge the legislature to permanently repeal the team-name restrictions rather than passing SB 1513. Let us focus on enforcing existing transparency laws instead of creating unnecessary financial hurdles for Oregon small businesses.

Respectfully,

Ted Tanner