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Written Testimony in Opposition to SB 1513

Chair and Members of the Committee,

My name is Kimberly Archuleta. I have been a licensed Realtor for the past 10 years with Keller Williams Realty Mid-Willamette. During my career, I have worked extensively with clients and real estate teams throughout Oregon and have firsthand experience with Oregon's regulatory and disclosure requirements. I respectfully submit this written testimony in opposition to SB 1513 as currently proposed.

SB 1513 Restricts Transparency Rather Than Addressing Deception

Real estate teams that use terms such as "Realty" or "Real Estate" in their team names are not attempting to mislead the public. These terms accurately describe the industry in which they operate and the services they provide. Descriptive business naming is common across industries and supports transparency. Restricting the use of accurate industry descriptors does not enhance consumer protection and instead limits truthful communication.

Oregon Already Provides Strong Consumer Protections

Oregon law requires detailed team disclosures that identify all team members, the supervising Principal Broker, the licensed brokerage under which the team operates, and the brokerage's contact information. These disclosures clearly establish who the consumer is working with and who holds legal responsibility. Existing regulations already protect the public. SB 1513 does not fill a regulatory gap; it imposes a naming restriction.

"Real Estate" Is an Industry Descriptor, Not a License Title

In many jurisdictions, restrictions on terminology apply to words such as "broker" or "brokerage" because they imply a specific licensure status. "Real estate" does not imply licensure; it simply describes an industry. Treating "real estate" as a regulated license term creates a false equivalency and unnecessarily limits lawful business identification.

The Proposed Restrictions Would Create Consumer Confusion

Removing "real estate" from team names may reduce clarity for consumers rather than improve it. Without an industry identifier, a team name could easily be mistaken for a marketing firm, staging company, or contractor. Clear identification of licensed real estate services benefits consumers and supports informed decision-making.

Significant Financial Impact on Established Small Businesses

Many Oregon real estate teams have operated under established brand names for many years. SB 1513 would require costly rebranding efforts, including updates to websites, signage, marketing materials, contracts, and online presence. These changes would impose significant financial burdens on small businesses without providing a corresponding consumer protection benefit.

Teams Are Already Subject to Oversight and Accountability

Real estate teams operate under a licensed Principal Broker, within a registered brokerage, and under the supervision of the Oregon Real Estate Agency. Existing oversight mechanisms already provide accountability. SB 1513 regulates naming conventions rather than addressing misconduct or consumer harm.

Conclusion

SB 1513 does not address fraud, misconduct, or consumer protection concerns. Instead, it restricts accurate business descriptions, imposes unnecessary financial burdens on small businesses, reduces clarity for consumers, and duplicates existing disclosure requirements. I respectfully urge the committee to oppose SB 1513 or amend it to allow the continued use of truthful industry descriptors such as “Realty” and “Real Estate” in real estate team names.