

February 5, 2026

Subject:

Opposition to SB 1513 – Team Naming Restrictions

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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 temporarily delays enforcement, it does not resolve the underlying problem created by HB 3137. Instead, it preserves a flawed policy and extends uncertainty for Oregon real estate professionals.

SB 1513 merely postpones the impact of the team-name restriction until 2027, at which point the same economic and operational disruptions will occur. A delay is not a solution; it only defers the costs and instability rather than eliminating them.

Oregon already has strong consumer protection laws in place. Existing statutes and Oregon Real Estate Agency rules require clear identification of the supervising brokerage, prohibit misleading advertising, and authorize enforcement and discipline when violations occur. When consistently enforced, these regulations adequately address the consumer-protection concerns cited in support of HB 3137. There is no demonstrated regulatory gap that justifies restricting commonly used professional terminology.

Terms such as “realty” and “real estate” are accurate, widely understood descriptions of licensed services. Prohibiting affiliated teams from using these terms—while allowing brokerages to do so—raises legitimate constitutional concerns regarding content-based restrictions on commercial speech. Less restrictive alternatives, such as clear brokerage identification or disclosure of team affiliation, would protect consumers without eliminating truthful language.

Teams have invested significant resources into transparent branding that clearly identifies their supervising brokerage. Forced rebranding would require replacing signage, redesigning marketing materials, updating websites and domains, revising disclosures, and rebuilding public recognition at a cost of thousands to our businesses. These burdens fall disproportionately on small and minority-owned teams, with no measurable improvement to consumer clarity.

SB 1513 acknowledges the disruption this rule would cause but fails to correct it. The more appropriate path forward is repeal or permanent amendment of the team-name restriction, paired with consistent enforcement of existing law.

I respectfully urge the legislature to pursue a permanent solution rather than a temporary delay.

Sincerely,

Linda Reed, Broker

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