

**From:** [Martine Tammik](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [REDACTED]  
**Subject:** With Regards to HB3137  
**Date:** Thursday, September 11, 2025 10:27:38 AM

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.
- 

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

**Martine Tammik**

Real Estate Broker

*Licensed in the State of Oregon*

**Keller Williams Sunset Corridor**

1915 NE Stucki Ave., Suite #250, Hillsboro, OR 97006

c. 503.317.0000

**#TammikRE | #TammikRealEstateGroup**

**From:** [Connie Iman](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** <No Subject>  
**Date:** Friday, September 12, 2025 9:42:15 PM

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I own my real estate company called Tower Realty. That's been the name for over 20 years. How can you force existing companies change their name? Or is the new Rule only being applied to NEW companies?

Connie Iman

Tower Realty  
[REDACTED]

From: [Cyndi Johnston](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: Call to Action!  
Date: Thursday, September 11, 2025 8:59:25 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

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I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.



Thank you so much for the opportunity to share my feedback on this important topic.

Sincerely,

Cyndi Johnston  
Principal Broker  
Keller Williams Sunset Corridor  
503-866-2555

o

**From:** [Randy Crossley](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Cc:** [Lorraine Abney](#)  
**Subject:** Comment on HB3137 Proposed Rules  
**Date:** Thursday, September 11, 2025 9:07:42 AM  
**Attachments:** [PastedGraphic-8.png](#)

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You don't often get email from [REDACTED] [Learn why this is important](#)

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Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

PastedGraphic-8.png



Home Value c: 541.728.0888 e: [REDACTED] w: [Reelinbend.com](#) [facebook](#)



**From:** [kristen.overstreet](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Comments on HB 3137 - Team Name Restrictions  
**Date:** Friday, September 12, 2025 12:24:09 PM

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You don't often get email from [REDACTED]. [Learn why this is important](#)

I want to begin by affirming that HB3137 is a sound and much-needed piece of legislation in many respects. The bill addresses important areas of consumer protection, industry oversight, and professional standards that will serve Oregon well. My comments are not meant to diminish the value of the bill as a whole.

My concern is limited to Section 13, which introduces restrictions on licensed Oregon Real Estate Brokers using the terms "real estate" or "realty" in their business names. While I fully support the Agency's mission to protect consumers and ensure clarity in advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the broader intent of HB3137.

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I respectfully submit the following alternatives for the rulemaking committee's consideration:

- **Grandfather in** existing teams and groups with established names to prevent unnecessary financial harm.
- **Require clarity** by ensuring teams that use "real estate" or "realty" must also include "team" or "group" in their names.
- **Allow registration flexibility** by permitting managing principal brokers to register teams under their current RBN, without requiring the RBN to hold controlling interest in the team.

These adjustments would balance consumer transparency with fairness to small business owners who have acted in good faith under current rules.

Thank you for the opportunity to provide feedback. I hope the Agency's rulemaking will preserve the strengths of HB3137 while refining Section 13 so that it protects consumers without imposing undue harm on all Oregon's real estate professionals.

Respectfully,

Kristen Overstreet



971-225-8310

Licensed Oregon Real Estate Broker

Keller Williams Portland Premiere

Overstreet Homes Real Estate Group LLC

**From:** [Alec Kharitonov](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules - Darryl Bodle Real Estate II Keller Williams PP  
**Date:** Friday, September 12, 2025 2:32:13 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

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Respectfully,

Alec Kharitonov  
Broker, Realtor — Licensed in Oregon  
Darryl Bodle Real Estate  
Keller Williams Realty Portland Premier  
[REDACTED]  
[Cell: \(971\) 334-5554](tel:9713345554)  
[www.DarrylBodle.com](http://www.DarrylBodle.com)



Keller Williams Realty, Portland Premiere  
7504 SW Bridgeport Rd, Portland, OR 97224





**From:** [Troy Stevens](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules  
**Date:** Thursday, September 11, 2025 4:22:35 PM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

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- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.



Respectfully,

--



**971-230-8769**

**From:** [REDACTED]  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 11:51:46 AM

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You don't often get email from [REDACTED] .com. [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

John

JOHN CANTWELL

Keller Williams Realty Professionals

9755 SW Barnes Rd #560

Portland,OR 97225

Cell 503-816-8992



I am a licensed Real Estate Broker in the state of Oregon



**From:** [Katy Alstat](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 12:09:13 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Hello,

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Thank you for the opportunity to provide feedback. I hope the Agency's rulemaking will preserve the strengths of HB3137 while refining Section 13 so that it protects consumers without imposing undue harm on all Oregon's real estate professionals.

Respectfully,

Katy Alstat

Keller Williams Realty Portland Premiere

Licensed OR & WA Realtor



503-329-4386



**From:** [Lucia Appell](#)  
**To:** [HANIFIN Michael B \\* REA; OREA INFO \\* REA](#)  
**Cc:** [REDACTED]  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 9:47:17 AM

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Dear Oregon Real Estate Agency,

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I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Lucia Appell, Realtor

Portland Real Estate Group

**From:** [Andrew Berlinberg](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules - Team Name Restriction  
**Date:** Wednesday, September 10, 2025 5:28:25 PM  
**Attachments:** [image001.png](#)

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You don't often get email from [REDACTED] [Learn why this is important](#)

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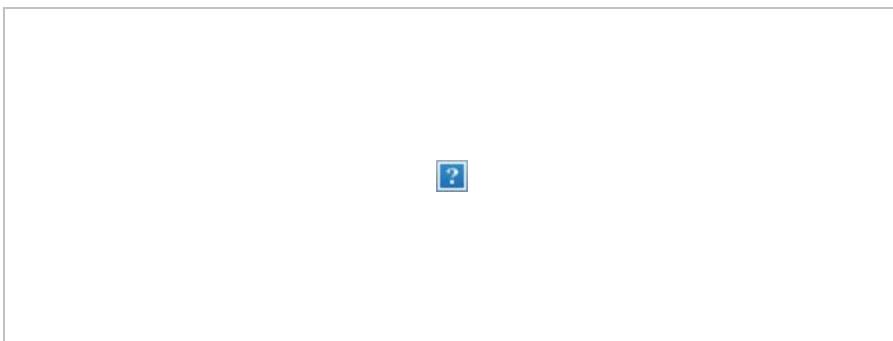
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
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I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Andrew Berlinberg, MBA  
Principal Real Estate Broker  
Keller Williams Realty Professionals  
[www.BerlinbergProperties.com](http://www.BerlinbergProperties.com)  
503.780.5625

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**From:** [Steffanie Berthold](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Cc:** [Colleen Gordon](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Wednesday, September 10, 2025 3:34:09 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

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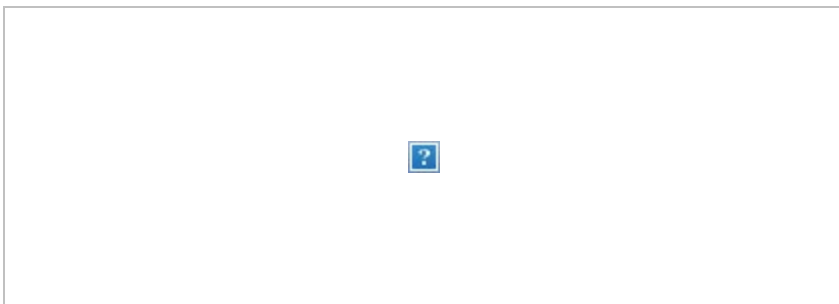
Thank you for the opportunity to provide feedback on this important issue.

**Steffanie Berthold**

Director of Operations

Licensed in OR & WA

971.255.2404





**From:** [Darryl Bodle II](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 12:34:02 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Good Afternoon,

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With Gratitude,

Darryl Bodle  
Broker, Realtor — Licensed in Oregon & Washington  
**Keller Williams Portland Premiere**  
Darryl Bodle Real Estate  
Email: [REDACTED]  
Cell: (503) 709-4632  
[www.DarrylBodle.com](http://www.DarrylBodle.com)



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**From:** [Jadyn Bodle](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 4:04:40 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

To Whom It May Concern,

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With Gratitude,

**Jadyn Bodle**  
Broker, Realtor — Licensed in Oregon  
Keller Williams Portland Premiere  
Darryl Bodle Real Estate



Email: [REDACTED]

Cell: (503) 278-1134

[www.DarrylBodde.com](http://www.DarrylBodde.com)



Servicing all of your Pacific Northwest needs.

Residential | Commercial | Investment | Development



**From:** [Brett Branch](#)  
**To:** [HANIFIN Michael B \\* REA; OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 1:30:51 PM

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Hi,

I have a concern with HB3137 Section 13, which introduces restrictions on licensed Oregon Real Estate Brokers using the terms "real estate" or "realty" in their business names. While I fully support the Agency's mission to protect consumers and ensure clarity in advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the broader intent of HB3137.

Forcing small businesses to rebrand would require substantial financial outlay—new signage, websites, marketing materials, and legal updates—that could total tens of thousands of dollars. Beyond the financial hit, many teams across Oregon would lose years of brand recognition, good will, and the reputational equity they've built in their communities. In today's challenging market, that is a heavy and arguably avoidable blow.

I respectfully submit the following alternatives for the rulemaking committee's consideration:

- **Grandfather in** existing teams and groups with established names to prevent unnecessary financial harm.
- **Require clarity** by ensuring teams that use "real estate" or "realty" must also include "team" or "group" in their names.
- **Allow registration flexibility** by permitting managing principal brokers to register teams under their current RBN, without requiring the RBN to hold controlling interest in the team.

These adjustments would balance consumer transparency with fairness to small business owners who have acted in good faith under current rules.

Thank you for the opportunity to provide feedback. I hope the Agency's rulemaking will preserve the strengths of HB3137 while refining Section 13 so that it protects consumers without imposing undue harm on all Oregon's real estate professionals.

Respectfully,

Your Name



**From:** [Michael Brazie Jr](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 12:33:29 PM

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To Whom It May Concern,

I want to begin by affirming that HB3137 is a sound and much-needed piece of legislation in many respects. The bill addresses important areas of consumer protection, industry oversight, and professional standards that will serve Oregon well. My comments are not meant to diminish the value of the bill as a whole.

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With Gratitude,



Michael Brazie Jr.  
Broker, Realtor — Licensed in Oregon & Washington  
Five Star Agent  
Keller Williams Realty Portland Premiere  
Darryl Bodle Real Estate  
Email: [REDACTED]  
Cell: (503) 317-3557  
[www.DarrylBodle.com](http://www.DarrylBodle.com)



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**From:** [Katrina Brennan](#)  
**To:** [OREA INFO \\* REA: HANIFIN Michael B \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 9:16:46 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Katrina Brennan

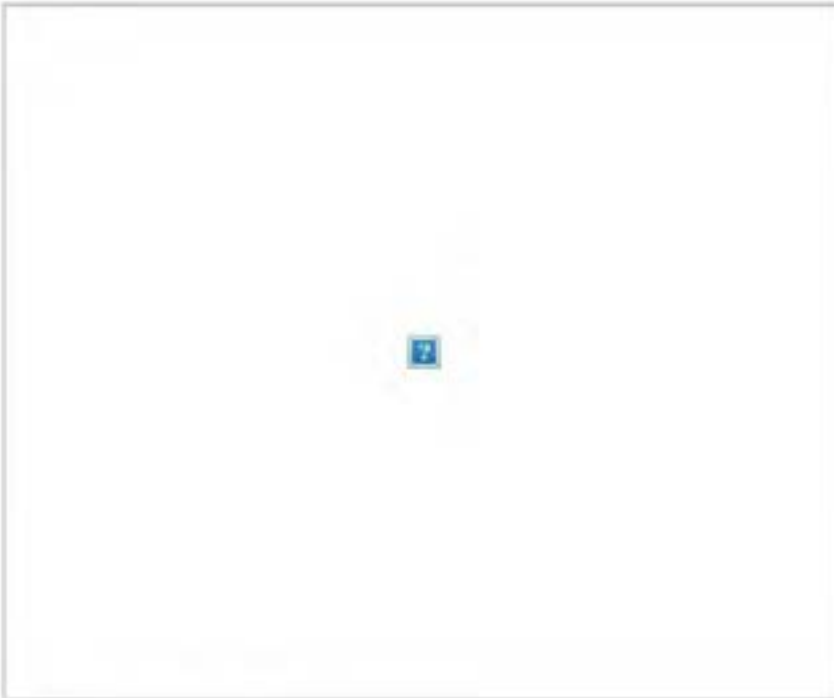
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**Katrina "Kat" Brennan**

*Licensed Real Estate Broker in Oregon & Washington*

*Homeward Bound Realty Group*

*Powered by: Keller Williams Portland Central Realty*



**Phone: 503.915.3187**  
**Office Phone: 503-548-4848**

**Email:** [REDACTED]  
**Web:** [Katrinabrennan.kw.com](https://www.katrinabrennan.kw.com)  
**Web:** [Kw.com/kw/agent/search-portland-homes](https://www.kw.com/kw/agent/search-portland-homes)

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**Connect with Your Realtor and Area Expert, Katrina Brennan**

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**Facebook:** <https://www.facebook.com/housekatpnw/>  
**LinkedIn:** <https://www.linkedin.com/in/katrinabrennan/>

**Market Center address:**  
**919 NE 19th Ave Suite 100**  
**Portland, OR 97232**



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**From:** [Austin Buskohl](#)  
**To:** [HANIFIN Michael B \\* REA; OREA INFO \\* REA](#)  
**Cc:** [REDACTED]  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 11:46:19 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Austin Buskohl  
Licensed Broker in Oregon  
Keller Williams Central Oregon  
M: 541-316-8025  
[abrestate.com](http://abrestate.com)



**From:** [Peggy Cantwell](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 11:39:14 AM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Peggy

**Margaret 'Peggy' Cantwell-Broker**

Keller Williams Realty Professional

9755 SW Barnes Rd #560

Portland, OR 97225

Direct: 503-336-7662

Cell: 503-816-4885

Email: [REDACTED]

Website: [www.freequikhomesearch.com](http://www.freequikhomesearch.com)

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I am a licensed Real Estate Broker in the state of Oregon.

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**From:** [Jake Carskadon](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 12:30:31 PM

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To Whom It May Concern,

I want to begin by affirming that HB3137 is a sound and much-needed piece of legislation in many respects. The bill addresses important areas of consumer protection, industry oversight, and professional standards that will serve Oregon well. My comments are not meant to diminish the value of the bill as a whole.

My concern is limited to Section 13, which introduces restrictions on licensed Oregon Real Estate Brokers using the terms "real estate" or "realty" in their business names. While I fully support the Agency's mission to protect consumers and ensure clarity in advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the broader intent of HB3137.

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These adjustments would balance consumer transparency with fairness to small business owners who have acted in good faith under current rules.

Thank you for the opportunity to provide feedback. I hope the Agency's rulemaking will preserve the strengths of HB3137 while refining Section 13 so that it protects consumers without imposing undue harm on all Oregon's real estate professionals.

Best Regards,



Jake Carskadon  
Broker, Realtor — Licensed in Oregon & Washington  
Keller Williams Realty Portland Premiere  
Darryl Bodle Real Estate  
Email: [REDACTED]  
Cell: [\(503\) 853-0513](tel:5038530513)  
[www.DarrylBodle.com](http://www.DarrylBodle.com)



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**From:** [Colby Fox](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 4:58:14 PM

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Respectfully,

Colby Fox

[Colby Fox](#)



503.217.9062 | [REDACTED]  
[FoxRealEstateGroups.com](#)

*Keller Williams Realty Portland Premiere*



7504 SW Bridgeport Rd | Portland, OR 97224



Video



*Keller Williams Realty Portland Premiere*  
7504 SW Bridgeport Rd | Portland, OR 97224



Video



**From:** [Executive Assistant MC Team](#)  
**To:** [HANIFIN Michael B \\* REA; OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 9:34:09 AM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Assistant to Mark Charlesworth

Mark Charlesworth Real Estate Team

Keller Williams Realty Portland Central

919 NE 19th Ave #100, Portland, OR 97232



o. (503) 444-5868 e.



Office hours & response times: M-F, 9-5pm pacific time

*Remember, the greatest compliment that I can receive is a referral from you.*



**From:** [Katie Clark Childress](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 12:32:16 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

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Respectfully,

Katie Childress

--



**From:** [Kelly Christian](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 12:17:55 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

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Respectfully,

**Kelly Christian**

Broker, Realtor — Licensed in Oregon  
Five Star Agent

Keller Williams Realty Portland Premiere

**Darryl Bodle Real Estate**

Email: [REDACTED]

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**Warning:** base\_convert(): Number too large in  
/webpub/www/esr/src/Mindk/EmailSignatureRescueBundle/Service/SignatureService.php  
on line 1374



**From:** [Felicity Cortese](#)  
**To:** [HANIFIN Michael B \\* REA; OREA INFO \\* REA; Vito Cortese](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 3:28:21 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

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Respectfully,

--  
JFC



**Felicity J Cortese**

Oregon Licensed Principal Broker, Keller Williams Realty Portland Premiere

---

971.754.8088 | [corteserealty.kw.com](mailto:corteserealty.kw.com)



7504 SW Bridgeport Road Portland, OR 97224





**From:** [Theresa Curtis](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Cc:** [REDACTED]  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Wednesday, September 10, 2025 6:09:15 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

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I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

**Theresa Curtis**, Principal Broker

*Cascade Realty Solutions*

**541.390.8680**

*Keller Williams Realty Central Oregon*

*233 SW Wilson Ave Ste. 102*

*Bend OR 97702*

***Licensed in the State of Oregon***





**From:** [Tiffany Danley](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 5:47:29 AM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully oppose the proposed rule that would prohibit Oregon real estate teams and groups from using the terms "real estate" or "realty" in their team name.

I lead a small team that has invested years—and significant expense—building community recognition and trust under our brand. A forced rebrand would require new signage, website and marketing updates, legal changes, and would risk loss of goodwill. For many small teams, including mine, these costs could run into the tens of thousands of dollars during an already challenging market.

Oregon already protects consumers through clear brokerage disclosure requirements, Principal Broker oversight, and firm registration. This additional restriction does not materially improve consumer understanding; instead, it places a disproportionate burden on independent contractors and small businesses.

Thank you for considering this feedback.

Respectfully,  
Tiffany Danley



## TIFFANIE DANLEY

Licensed Realtor in Oregon

KELLER WILLIAMS REALTY PROFESSIONALS

503.453.6580



[www.tdrealtygroup.com](http://www.tdrealtygroup.com)



**From:** [Jamahl DeWald](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 5:57:20 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Best,

Jamohl & Lacey DeWald





**From:** [Michelle Domesika](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 12:06:28 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

I want to begin by affirming that HB3137 is a sound and much-needed piece of legislation in many respects. The bill addresses important areas of consumer protection, industry oversight, and professional standards that will serve Oregon well. My comments are not meant to diminish the value of the bill as a whole.

My concern is limited to Section 13, which introduces restrictions on licensed Oregon Real Estate Brokers using the terms "real estate" or "realty" in their business names. While I fully support the Agency's mission to protect consumers and ensure clarity in advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the broader intent of HB3137.

Forcing small businesses to rebrand would require substantial financial outlay—new signage, websites, marketing materials, and legal updates—that could total tens of thousands of dollars. Beyond the financial hit, many teams across Oregon would lose years of brand recognition, good will, and the reputational equity they've built in their communities. In today's challenging market, that is a heavy and arguably avoidable blow.

I respectfully submit the following alternatives for the rulemaking committee's consideration:

- **Grandfather in** existing teams and groups with established names to prevent unnecessary financial harm.
- **Require clarity** by ensuring teams that use "real estate" or "realty" must also include "team" or "group" in their names.
- **Allow registration flexibility** by permitting managing principal brokers to register teams under their current RBN, without requiring the RBN to hold controlling interest in the team.

These adjustments would balance consumer transparency with fairness to small business owners who have acted in good faith under current rules.

Thank you for the opportunity to provide feedback. I hope the Agency's rulemaking will preserve the strengths of HB3137 while refining Section 13 so that it protects consumers without imposing undue harm on all Oregon's real estate professionals.

Respectfully,  
Michelle

Michelle Domeika



503.929.0050 | [REDACTED]  
Michelle.FoxRealEstateGroups.com

*Keller Williams Realty Portland Premiere*  
7504 SW Bridgeport Rd | Portland, OR 97224



Video





**From:** [Zachary Eaton](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Wednesday, September 10, 2025 6:57:18 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms “real estate” or “realty” in Oregon team and group names. While I support the Agency’s mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon’s independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

Require teams using “real estate” or “realty” to clearly include “team” or “group” alongside their name.

Enforce consistent disclosure of brokerage affiliation in all advertising.

Provide grandfathering for teams with existing names to avoid unnecessary economic harm.

Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.



Respectfully,

**Zack Eaton**

**Keller Williams Realty Professionals**

**Keller Williams Luxury International**

**9755 SW Barnes Rd. #560**

**Portland, OR. 97225**

**(503)349-7037**

**[www.zacksellspdx.com](http://www.zacksellspdx.com)**



**From:** [Jess Fernandez](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 10:55:39 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Jessica Fernandez

Keller Williams Realty Central Oregon



**From:** [Nancy Fornof](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 1:06:42 PM

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I want to begin by affirming that HB3137 is a sound and much-needed piece of legislation in many respects. The bill addresses important areas of consumer protection, industry oversight, and professional standards that will serve Oregon well. My comments are not meant to diminish the value of the bill as a whole.

My concern is limited to Section 13, which introduces restrictions on licensed Oregon Real Estate Brokers using the terms "real estate" or "realty" in their business names. While I fully support the Agency's mission to protect consumers and ensure clarity in advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the broader intent of HB3137.

Forcing small businesses to rebrand would require substantial financial outlay—new signage, websites, marketing materials, and legal updates—that could total tens of thousands of dollars. Beyond the financial hit, many teams across Oregon would lose years of brand recognition, good will, and the reputational equity they've built in their communities. In today's challenging market, that is a heavy and arguably avoidable blow.

I respectfully submit the following alternatives for the rulemaking committee's consideration:

- **Grandfather in** existing teams and groups with established names to prevent unnecessary financial harm.
- **Require clarity** by ensuring teams that use "real estate" or "realty" must also include "team" or "group" in their names.
- **Allow registration flexibility** by permitting managing principal brokers to register teams under their current RBN, without requiring the RBN to hold controlling interest in the team.

These adjustments would balance consumer transparency with fairness to small business owners who have acted in good faith under current rules.

Thank you for the opportunity to provide feedback. I hope the Agency's rulemaking will preserve the strengths of HB3137 while refining Section 13 so that it protects consumers without imposing undue harm on all Oregon's real estate professionals.

Respectfully,  
Nancy Fornof



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**From:** [Marc Fox](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules - Team Name Restriction  
**Date:** Friday, September 12, 2025 2:23:03 PM

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To whom it may concern:

I've been in real estate for the last (20) years and I feel there are parts of HB3137 that are a much-needed piece of legislation. The bill addresses important areas of consumer protection, industry oversight, and professional standards that will serve Oregon well. My comments below are not meant to diminish the value of the bill as a whole.

My concern is limited to Section 13, which introduces restrictions on licensed Oregon Real Estate Brokers using the terms "**real estate**" or "**realty**" in their business names. While I fully support the Agency's mission to protect consumers and ensure clarity in advertising, without the ability to have the industry or trade we are part of in the name of our business it will only create mass unclarity to consumers.

**Example:** If a law firm could not put "Attorneys at Law" as part of their name, company and branding, consumers would not know what industry they were in. If we can't state Realty or Real Estate and simply have to be "Fox" or "Fox Group", consumers won't know if we are CPAs, Attorneys, or a group of Barbers for that matter.

I believe this particular restriction is unnecessary and inconsistent with the broader intent of HB3137.

Forcing small businesses to rebrand would require substantial financial outlay—new signage, websites, marketing materials, and legal updates—that could total tens of thousands of dollars. Beyond the financial hit, many teams across Oregon would lose years of brand recognition they've worked so hard to establish, good will, and the reputational equity they've built in their communities.

I respectfully submit the following alternatives for the rulemaking committee's consideration:

- **Grandfather in** existing teams and groups with established names to prevent unnecessary changes, financial harm, and brand confusion to consumers.
- **Require clarity** by ensuring teams that use "real estate" or "realty" must also include "team" or "group" in their names to avoid consumers thinking they are a brokerage.
- **Allow registration flexibility** by permitting managing principal brokers to register teams under their current RBN, without requiring the RBN to hold controlling interest in the team.

These adjustments would balance consumer transparency with fairness to small business owners who have acted in good faith under current rules.

Thank you for the opportunity to provide feedback and thank you for taking this into consideration. I hope the Agency's rulemaking will preserve the strengths of HB3137 while refining Section 13 so that it protects consumers without imposing undue harm on all Oregon's real estate professionals.

Respectfully,

Marc

**ONWARD**



Marc Fox



503.484.5010 | [REDACTED]  
FoxRealEstateGroups.com

*Keller Williams Realty Portland Premiere*  
7504 SW Bridgeport Rd | Portland, OR 97224



Video



From: [Camryn Fox](#)  
To: [HANTFIN Michael B \\* REA; OREA INFO \\* REA](#)  
Subject: Comments on HB 3137 Proposed Rules — Team Name Restriction  
Date: Friday, September 12, 2025 12:42:59 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

I want to begin by affirming that HB3137 is a sound and much-needed piece of legislation in many respects. The bill addresses important areas of consumer protection, industry oversight, and professional standards that will serve Oregon well. My comments are not meant to diminish the value of the bill as a whole.

My concern is limited to Section 13, which introduces restrictions on licensed Oregon Real Estate Brokers using the terms "real estate" or "realty" in their business names. While I fully support the Agency's mission to protect consumers and ensure clarity in advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the broader intent of HB3137.

Forcing small businesses to rebrand would require substantial financial outlay—new signage, websites, marketing materials, and legal updates—that could total tens of thousands of dollars. Beyond the financial hit, many teams across Oregon would lose years of brand recognition, good will, and the reputational equity they've built in their communities. In today's challenging market, that is a heavy and arguably avoidable blow.

I respectfully submit the following alternatives for the rulemaking committee's consideration:

- **Grandfather in** existing teams and groups with established names to prevent unnecessary financial harm.
- **Require clarity** by ensuring teams that use "real estate" or "realty" must also include "team" or "group" in their names.
- **Allow registration flexibility** by permitting managing principal brokers to register teams under their current RBN, without requiring the RBN to hold controlling interest in the team.

These adjustments would balance consumer transparency with fairness to small business owners who have acted in good faith under current rules.

Thank you for the opportunity to provide feedback. I hope the Agency's rulemaking will preserve the strengths of HB3137 while refining Section 13 so that it protects consumers without imposing undue harm on all Oregon's real estate professionals.

Respectfully,  
Camryn Fox

Camryn Fox



503.803.5264 [REDACTED]

[Camryn FoxRealEstateGroups.com](#)

*Keller Williams Realty Portland Premiere*  
7504 SW Bridgeport Rd | Portland, OR 97224



Video



**From:** [Brooke Garrett](#)  
**To:** [HANIFIN Michael B \\* REA](#); [OREA INFO \\* REA](#)  
**Cc:** [Colleen Gordon](#); [Heather Brymer](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Wednesday, September 10, 2025 5:15:06 PM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Brooke Garrett

Real Estate Agent Licensed in OR & WA

KELLER WILLIAMS REALTY PROFESSIONALS

[503.459.3926](tel:503.459.3926)

**From:** [David Girard](#)  
**To:** [HANIFIN Michael B \\* REA](#); [OREA INFO \\* REA](#)  
**Cc:** [Managing Broker](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 9:41:32 AM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

David Girard

--





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*Your referrals are the lifeblood of my business and thanks to clients and friends like you, my business is growing. If you, or someone you know, is interested in buying, selling, or investing in real estate, please [contact me](#).*

**From:** [Colleen Gordon](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Wednesday, September 10, 2025 3:47:00 PM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,  
Colleen Gordon



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From: Jackie Hamilton  
To: HANFEN Michael B \* REA; OREA INFO \* REA  
Subject: Comments on HB 3137 Proposed Rules — Team Name Restriction  
Date: Wednesday, September 10, 2025 5:21:43 PM

You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,



**Jackie Hamilton**

Oregon Licensed Broker, Hatch Homes Group | Keller Williams Realty Professionals



- ☐ Licensed Broker in the State of Oregon  
☐ [www.hatchhomes.com](http://www.hatchhomes.com) ☐ [REDACTED]  
☐ (503) 395-3826  
☐ 9755 SW Barnes Rd STE 560 Portland, OR 97225

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**From:** [Rachel Hatcher](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 8:50:11 PM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Rachel Hatcher

--

Rachel Hatcher | Real Estate Agent



Keller Williams Portland Central

A: 919 NE 19th Ave Ste 100 Portland, OR 97232

P: [503-739-5245](tel:503-739-5245) | E: [REDACTED]



**From:** [Ally Heredia](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Wednesday, September 10, 2025 10:01:35 PM  
**Attachments:** [Ally KW-RP.png](#)

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Alby Heredia



ALBY HEREDIA  
MARKET CENTER TEAM LEADER  
KELLER WILLIAMS REALTY PROFESSIONALS  
503.444.9112



[Schedule a meeting with Alby](#)



**From:** [Team Holdhusen](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 9:45:43 AM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,



Sara Ferneau



Licensed OR Principal Broker #201214206  
Director of Operations - Holdhusen Real Estate Group  
Keller Williams Realty- Portland Central  
[REDACTED]  
641-295-5259

**From:** [Andi Jeon](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 9:48:58 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Andriana Jeon

**From:** [Jaelle Johnson](#)  
**To:** [HANIFIN Michael B \\* REA; OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 1:03:32 PM

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I want to begin by affirming that HB3137 is a sound and much-needed piece of legislation in many respects. The bill addresses important areas of consumer protection, industry oversight, and professional standards that will serve Oregon well. My comments are not meant to diminish the value of the bill as a whole.

My concern is limited to Section 13, which introduces restrictions on licensed Oregon Real Estate Brokers using the terms "real estate" or "realty" in their business names. While I fully support the Agency's mission to protect consumers and ensure clarity in advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the broader intent of HB3137.

Forcing small businesses to rebrand would require substantial financial outlay—new signage, websites, marketing materials, and legal updates—that could total tens of thousands of dollars. Beyond the financial hit, many teams across Oregon would lose years of brand recognition, good will, and the reputational equity they've built in their communities. In today's challenging market, that is a heavy and arguably avoidable blow.

I respectfully submit the following alternatives for the rulemaking committee's consideration:

- **Grandfather in** existing teams and groups with established names to prevent unnecessary financial harm.
- **Require clarity** by ensuring teams that use "real estate" or "realty" must also include "team" or "group" in their names.
- **Allow registration flexibility** by permitting managing principal brokers to register teams under their current RBN, without requiring the RBN to hold controlling interest in the team.

These adjustments would balance consumer transparency with fairness to small business owners who have acted in good faith under current rules.

Thank you for the opportunity to provide feedback. I hope the Agency's rulemaking will preserve the strengths of HB3137 while refining Section 13 so that it protects consumers without imposing undue harm on all Oregon's real estate professionals.

Respectfully,



Jaelle Johnson

License #201247174

Sent from my iPhone

**From:** [Daniel Kelten](#)  
**To:** [OREA INFO \\* REA: HANIFIN Michael B \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 1:37:50 PM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Daniel Kelten

**Kelten Realty Group**

**Keller Williams Realty Professionals**

OR licensed Real Estate Broker

Cell: 503-209-3088

Office: 503-546-9955

Email: [REDACTED]

Website: <https://daniel-kelten.kw.com/>



**From:** [Brandon King](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 10:24:47 AM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Brandon King

Realtor - Oregon (201231154) Washington (111384) NMLS (2597114)  
mobile: 831-421-2292 | email: [REDACTED]  
919 NE 19th Ave Suite 100, Portland, OR 97232  
[www.BrandonKing.KW.com](http://www.BrandonKing.KW.com)



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**From:** [Alexis Kooyman](#)  
**To:** [HANIFIN Michael B \\* REA; OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 9:44:34 AM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

--

[Alexis Kooyman](#)

Sales Consultant - Licensed Oregon & Washington Realtor

Mark Charlesworth Real Estate Team





Keller Williams Realty Portland Central

919 NE 19th Ave #100, Portland, OR 97232

o. (503) 444-5868 c. (503) 369-8968

e. [REDACTED]

Office hours & response times: M-F, 9-5pm

*Remember, the greatest compliment that I can receive is a referral from you.*

**From:** [Tami](#)  
**To:** [HANIFIN Michael B \\* REA; OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 1:55:01 PM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Tami Liesy  
OR Principal Broker - Real Estate Portland Group  
Keller Williams Realty Portland Central  
Mobile 503.388.1881

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**From:** [Julie Meyers](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Cc:** [ylabney@gmail.com](mailto:ylabney@gmail.com)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 3:37:33 PM

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Dear Oregon Real Estate Agency,

I am writing to voice my strong concern regarding the proposed rule that would prohibit Oregon real estate teams and groups from using the words “real estate” or “realty” in their names. While I appreciate the Agency’s commitment to consumer protection and transparency, I believe this rule is unnecessary, disproportionately burdensome, and out of step with the intent of House Bill 3137.

For many real estate teams, their name represents years of brand recognition, financial investment, and community trust. Forcing established groups to rebrand would not only impose significant costs—such as new signage, websites, marketing materials, and legal filings—but also risk the loss of the goodwill they’ve carefully built. These financial and reputational impacts could be devastating to small businesses already navigating a challenging market.

The public is already protected under existing regulations that require brokerage disclosure in advertising, principal broker oversight, and firm registration. Adding another layer of restriction does little to increase consumer clarity, but it does unfairly penalize Oregon’s independent contractors and small business owners.

I also want to highlight a disconnect: while the Agency does not classify teams and groups as businesses, both the U.S. Government and Oregon Department of Revenue treat real estate licensees as self-employed business owners. Because managing principal brokers and parent companies do not have controlling interest in team operations, current business registration requirements are not a workable solution for groups and teams.

I encourage the Agency to consider more practical alternatives, such as:

- Requiring teams using “real estate” or “realty” to also include “team” or “group” in their name.
- Enforcing clear and consistent brokerage affiliation disclosure in all advertising.
- Allowing existing teams to retain their names through a grandfathering provision.
- Permitting managing principal brokers to register teams under the current RBN structure without requiring controlling interest.

These approaches would maintain transparency for consumers while avoiding unnecessary financial hardship for small business owners.

Thank you for your time and consideration of these concerns. I respectfully urge the Agency to reconsider this rule and adopt solutions that protect consumers without harming the

professionals who serve them.

Sincerely,  
Julie Mayers

---



Photo



**Julie Mayers**

Licensed Broker

Keller Williams Realty

☐ [541-699-2736](tel:541-699-2736)

☐ [www.livingincentraloregon.com](http://www.livingincentraloregon.com)

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☐ If the Price is not Compelling, It's not Selling!





**From:** [Hannah Nowak](#)  
**To:** [OREA INFO \\* REA: HANIFIN Michael B \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Wednesday, September 10, 2025 6:08:25 PM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.



--

**Hannah Novak**

Bauer Street Real Estate Group

REAL Broker

503-914-7909



**From:** [Miriam Ortiz](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 5:32:23 PM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Miriam Ortiz

--

**Miriam Ortiz**

*Oregon Real Estate Broker*

Keller Williams Realty Professionals- Diverse Realty Group

cell: (503) 607-4056 office: (503) 546-9955



[www.diverserg.com](http://www.diverserg.com)

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*"In diversity there is beauty and there is strength." - Maya Angelou*



Please see the Agency Disclosure Pamphlet :

<https://www.oregon.gov/realicensing/Documents/Initial-Agency-Disclosure-Pamphlet.pdf>

This pamphlet describes the legal obligations of Oregon real estate licensees to consumers. Real estate brokers and principal real estate brokers are required to provide this information to you when they first contact you.



**From:** [Lauren Pennisi](#)  
**To:** [HANIFIN Michael B \\* REA](#); [OREA INFO \\* REA](#)  
**Cc:** [Shawn Skinner](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 7:02:08 PM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Lauren Pennisi  
Licensed OR Real Estate Broker  
Keller Williams Portland Central  
[REDACTED]

(503)616-8160  
License #201250454



**From:** [Robert Rahner](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 8:43:25 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.



Respectfully,

Robert Rahner

KWCO Broker 201225542



**From:** [Austin Ramey](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 12:53:56 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Good Afternoon,

I want to begin by affirming that HB3137 is a sound and much-needed piece of legislation in many respects. The bill addresses important areas of consumer protection, industry oversight, and professional standards that will serve Oregon well. My comments are not meant to diminish the value of the bill as a whole.

My concern is limited to Section 13, which introduces restrictions on licensed Oregon Real Estate Brokers using the terms "real estate" or "realty" in their business names. While I fully support the Agency's mission to protect consumers and ensure clarity in advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the broader intent of HB3137.

Forcing small businesses to rebrand would require substantial financial outlay—new signage, websites, marketing materials, and legal updates—that could total tens of thousands of dollars. Beyond the financial hit, many teams across Oregon would lose years of brand recognition, good will, and the reputational equity they've built in their communities. In today's challenging market, that is a heavy and arguably avoidable blow.

I respectfully submit the following alternatives for the rulemaking committee's consideration:

- **Grandfather in** existing teams and groups with established names to prevent unnecessary financial harm.
- **Require clarity** by ensuring teams that use "real estate" or "realty" must also include "team" or "group" in their names.
- **Allow registration flexibility** by permitting managing principal brokers to register teams under their current RBN, without requiring the RBN to hold controlling interest in the team.

These adjustments would balance consumer transparency with fairness to small business owners who have acted in good faith under current rules.

Thank you for the opportunity to provide feedback. I hope the Agency's rulemaking will preserve the strengths of HB3137 while refining Section 13 so that it protects consumers without imposing undue harm on all Oregon's real estate professionals.

Respectfully,

Austin Ramey - OR Licensed Broker  
Keller Williams Portland Premiere  
503-577-1364



**From:** [Noah Richardson](#)  
**To:** [HANIFIN Michael B \\* REA; OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 1:12:07 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Noah Richardson

--

[Noah Richardson](#) - Agent Associate

Licensed Oregon Realtor





Mark Charlesworth Real Estate Team

Keller Williams Realty Portland Central

919 NE 19th Ave #100, Portland, OR 97232

c. (503) 265-2020

e. [REDACTED]

*Remember, the greatest compliment I can receive is a referral from you.*

**From:** [Natalie Rocha](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 1:42:11 PM

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You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms “real estate” or “realty” in Oregon team and group names. While I support the Agency’s mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon’s independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group. A more balanced approach would be to:

- Require teams using “real estate” or “realty” to clearly include “team” or “group” alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business. I believe this would go against the very thing it’s trying to achieve.

Thank you for the opportunity to provide feedback on this important issue.

I am in agreement with the above statements and would appreciate your consideration of the barriers and confusion this rule change could create.

Sincerely,  
Natalie Rocha



**From:** [Carolyn Sadle](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Wednesday, September 10, 2025 3:24:47 PM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Carolyn Sadle, ABR, C-RIS, RENE  
Licensed Principal Broker in Oregon  
Licensed Managing Broker in Washington  
The Sadle Home Selling Team  
Keller Williams Realty Professionals  
(503)490-4738 Cell  
(503)828-9551 Ext 711  
(360)356-1941 Ext 711  
[www.SadleRealEstate.com](http://www.SadleRealEstate.com)



**From:** [Kelly Sandstrom](#)  
**To:** [OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Wednesday, September 10, 2025 3:53:35 PM

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You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

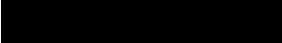
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.



Respectfully,

Kelly Sandstrom  
Oregon Licensed Broker/ At Home With Diversity Certified  
503-381-2864  
  
[www.sondernw.com](http://www.sondernw.com)



**From:** [Jec Santana](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 1:00:43 PM

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You don't often get email from [REDACTED]. [Learn why this is important](#)

I want to begin by affirming that HB3137 is a sound and much-needed piece of legislation in many respects. The bill addresses important areas of consumer protection, industry oversight, and professional standards that will serve Oregon well. My comments are not meant to diminish the value of the bill as a whole.

My concern is limited to Section 13, which introduces restrictions on licensed Oregon Real Estate Brokers using the terms "real estate" or "realty" in their business names. While I fully support the Agency's mission to protect consumers and ensure clarity in advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the broader intent of HB3137.

Forcing small businesses to rebrand would require substantial financial outlay—new signage, websites, marketing materials, and legal updates—that could total tens of thousands of dollars. Beyond the financial hit, many teams across Oregon would lose years of brand recognition, good will, and the reputational equity they've built in their communities. In today's challenging market, that is a heavy and arguably avoidable blow.

I respectfully submit the following alternatives for the rulemaking committee's consideration:

- **Grandfather in** existing teams and groups with established names to prevent unnecessary financial harm.
- **Require clarity** by ensuring teams that use "real estate" or "realty" must also include "team" or "group" in their names.
- **Allow registration flexibility** by permitting managing principal brokers to register teams under their current RBN, without requiring the RBN to hold controlling interest in the team.

These adjustments would balance consumer transparency with fairness to small business owners who have acted in good faith under current rules.

Thank you for the opportunity to provide feedback. I hope the Agency's rulemaking will preserve the strengths of HB3137 while refining Section 13 so that it protects consumers without imposing undue harm on all Oregon's real estate professionals.

Respectfully,



Jecelyn Santana  
Oregon Licensed Broker  
The Jay Group

(503) 597-2444 | [thejaygroup.kw.com](http://thejaygroup.kw.com)

[REDACTED]  
[7504 SW Bridgeport Road, Portland, OR 97224](#)

**From:** [Anna Scattarella](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 12:30:13 PM

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You don't often get email from [REDACTED]. [Learn why this is important](#)

To Whom It May Concern,

I want to begin by affirming that HB3137 is a sound and much-needed piece of legislation in many respects. The bill addresses important areas of consumer protection, industry oversight, and professional standards that will serve Oregon well. My comments are not meant to diminish the value of the bill as a whole.

My concern is limited to Section 13, which introduces restrictions on licensed Oregon Real Estate Brokers using the terms "real estate" or "realty" in their business names. While I fully support the Agency's mission to protect consumers and ensure clarity in advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the broader intent of HB3137.

Forcing small businesses to rebrand would require substantial financial outlay—new signage, websites, marketing materials, and legal updates—that could total tens of thousands of dollars. Beyond the financial hit, many teams across Oregon would lose years of brand recognition, good will, and the reputational equity they've built in their communities. In today's challenging market, that is a heavy and arguably avoidable blow.

I respectfully submit the following alternatives for the rulemaking committee's consideration:

- **Grandfather in** existing teams and groups with established names to prevent unnecessary financial harm.
- **Require clarity** by ensuring teams that use "real estate" or "realty" must also include "team" or "group" in their names.
- **Allow registration flexibility** by permitting managing principal brokers to register teams under their current RBN, without requiring the RBN to hold controlling interest in the team.

These adjustments would balance consumer transparency with fairness to small business owners who have acted in good faith under current rules.

Thank you for the opportunity to provide feedback. I hope the Agency's rulemaking will preserve the strengths of HB3137 while refining Section 13 so that it protects consumers without imposing undue harm on all Oregon's real estate professionals.

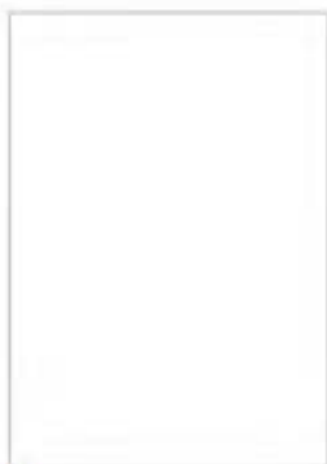
Respectfully,

Anna Scattarella  
Broker, Realtor — Licensed in Oregon  
Keller Williams Realty, Portland Premiere  
Darryl Bodle Real Estate  
971-533-6112  
Email: [REDACTED]  
[www.DarrylBodle.com](http://www.DarrylBodle.com)



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**From:** [John Stringer](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 9:35:14 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully, John Stringer

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**From:** [Kelsey Thornton](#)  
**To:** [HANIFIN Michael B \\* REA; OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 9:34:58 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Kelsey

--

[Kelsey Thornton](#)

Operations Team Manager

Mark Charlesworth Real Estate Team



Keller Williams Realty Portland Central

919 NE 19th Ave #100, Portland, OR 97232

o. (503) 444-5868 e. [REDACTED]

w. [Kelsey.markcharlesworth.com](http://Kelsey.markcharlesworth.com)

Office hours & response times: M-F, 9-5pm

*Remember, the greatest compliment that I can receive is a referral from you.*

**From:** [Melodie Thurman](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 9:08:00 AM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

--



**Melodie Thurman**  
Chief Operating Officer, Oregon Broker,



photo



Nick Shivers Team & Keller Williams Realty Portland Central

---

photo



503-984-4452 | [REDACTED]

[www.nickshivers.com](http://www.nickshivers.com)

[2350 Willamette Falls Dr. West Linn, OR 97068](#)

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**From:** [Paris Tico](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 6:39:15 AM  
**Attachments:** [IMG\\_8489 3.jpeg](#)

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

With Gratitude,

Paris Tio

Licensed Broker in Oregon - Thai Speaking Agent

541.614.6456





**From:** [Spencer Voris](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Wednesday, September 10, 2025 3:10:13 PM

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You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I respectfully oppose the proposed rule prohibiting use of the terms “real estate” or “realty” in Oregon team and group names. While I support the Agency’s mission to protect consumers, this restriction is unnecessary, inconsistent with House Bill 3137, and imposes undue financial hardship on small businesses.

Teams have invested years and significant resources into building their brands. Forcing rebranding would cost tens of thousands of dollars in signage, marketing, and legal updates—without actually improving consumer protection. Existing rules requiring brokerage disclosure, Principal Broker oversight, and registration already provide clarity to the public. A more balanced approach would be to:

- Require teams using “real estate” or “realty” to also include “team” or “group.”
- Enforce clear brokerage disclosure in all advertising.
- Grandfather existing names to avoid economic harm.
- Allow managing principals to register teams under the current RBN structure.

I urge the Agency to reconsider and adopt solutions that balance transparency with the realities of operating small businesses.

Thank you for the opportunity to provide feedback.

Best,  
Spencer

--

**Spencer Voris**, Licensed Broker in Oregon & Washington

**Keller Williams Realty Professionals**

9755 SW Barnes Rd #

Cell: 541-218-6372 [REDACTED]

**From:** [Pam Waldman](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 12:26:30 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms “real estate” or “realty” in Oregon team and group names. While I support the Agency’s mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon’s independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group. A more balanced approach would be to:

- Require teams using “real estate” or “realty” to clearly include “team” or “group” alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business. I believe this would go against the very thing it’s trying to achieve.

Thank you for the opportunity to provide feedback on this important issue.

Pam Waldman

## Keller Williams Portland Premiere Top Producer 2018-2024

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**From:** [Michael Weir](#)  
**To:** [HANIFIN Michael B \\* REA](#); [OREA INFO \\* REA](#)  
**Cc:** [REDACTED]  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Wednesday, September 10, 2025 3:27:14 PM

---

You don't often get email from michael@guestrealtors.com. [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms “real estate” or “realty” in Oregon team and group names. While I support the Agency’s mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon’s independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using “real estate” or “realty” to clearly include “team” or “group” alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

--

Michael Weir - Real Estate Broker - Licensed in Oregon

Mobile: 503-330-7423

Office: 503-850-2191



From: Heather Bryner  
To: [LEGISLATIVE STAFF, OREGON HOUSE](#)  
Cc: [Heather Bryner](#), [Loren Dyer](#)  
Subject: Comments on HB 3137 Proposed Rule - Team Name Restriction  
Date: Thursday, September 10, 2020 9:02:45 AM

You don't often get email from [heather.bryner@oregonlegis.gov](#).

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RSN without the requirement that the RSN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Heather Bryner, HB & CO. Team  
Oregon Principal Real Estate Broker  
Washington Real Estate Broker  
M: 503.227.8875 | O: 503.546.9865  
E: [heather@heatherbryner.com](#)  
W: [http://www.heatherbryner.com](#)

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**From:** [Robert Rahner](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Thursday, September 11, 2025 8:43:26 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Robert Rahner

KWCO Broker 201225542





**From:** [Amanda Farley](#)  
**To:** [HANIFIN Michael B \\* REA; OREA INFO \\* REA](#)  
**Cc:** [REDACTED]  
**Subject:** Comments on HB 3137 Proposed Rules -- Team Name Restrictions  
**Date:** Thursday, September 11, 2025 12:38:21 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Amanda Farley

--

[Amanda Farley](#) - Agent Associate

Licensed Oregon and Washington Realtor





Mark Charlesworth Real Estate Team

Keller Williams Realty Portland Central

919 NE 19th Ave #100, Portland, OR 97232

c. (971) 315-9935

e. [REDACTED]

*Remember, the greatest compliment I can receive is a referral from you.*

**From:** [Zachary King](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Proposed Rules re: Team Name Restriction  
**Date:** Thursday, September 11, 2025 9:52:36 AM

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I am writing to respectfully oppose the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I fully support the Agency's mission to protect consumers and ensure transparency in real estate advertising, this restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Real estate teams across Oregon have invested years and significant resources into building brand recognition within their communities. Requiring these small businesses to rebrand would impose extraordinary costs for new signage, websites, marketing materials, legal filings, and the loss of goodwill established under existing names. For many teams, these expenses could reach tens of thousands of dollars, creating financial hardship in an already challenging market.

Existing safeguards already protect consumers: brokerage name disclosure rules, Principal Broker oversight, and firm registration requirements all ensure clarity in advertising. Adding this restriction does not enhance consumer protection but instead disproportionately penalizes Oregon's independent contractors and small business owners.

Although the Agency does not formally recognize teams and groups as businesses, the U.S. Government and the Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. Furthermore, requiring a managing Principal Broker to register a team as an affiliated or subsidiary business is not viable, since Principal Brokers and their parent firms do not hold controlling interest in the businesses run by teams and groups.

A more balanced approach would be to:

- Require that teams using "real estate" or "realty" clearly include "team" or "group" in their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
-

Provide grandfathering for teams with existing names to avoid unnecessary economic harm.

- Allow managing Principal Brokers to register teams and groups under the current RBN without requiring the RBN to have controlling interest.

I respectfully urge the Agency to reconsider the proposed restriction and instead adopt solutions that uphold consumer transparency while recognizing the realities of operating a small business.

Thank you for the opportunity to provide feedback on this important matter.

Yours,

Yours,

Zachary King

Realtor | Keller Williams & PRG

Cell: 503-419-7231

Office: 503-548-4848

Fax: 503-548-4888

Hours: 9am - 6pm 7 days a week

Website: [www.portlandorhomelistings.com](http://www.portlandorhomelistings.com)

Welcome Video: [youtube.com/shorts/HLH78cL\\_DE0?feature=share](https://youtube.com/shorts/HLH78cL_DE0?feature=share)

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[Google Reviews](#) | [Realtor.com Reviews](#) | [Zillow Reviews](#) | [Homes.com](#)



[Initial Agency Disclosure Pamphlet](#)



**From:** [Rob Levy](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** Comments on HB 3137 Team Rule Change  
**Date:** Wednesday, September 10, 2025 3:19:29 PM

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names.

FYI in my case I don't happen to use the term, but I don't see any harm to the public if I did, and I have many agent friends with teams who do. I simply don't see any way the public could confuse them for a real estate office simply because they are using a word that actually describes what they do. I've personally been a Realtor in Oregon for 36 years, promoting myself as "The Rob Levy Team" and never once has anyone confused me for an office. If I were to call myself "The Rob Levy (Realty (or Real Estate) team" I don't see how anyone could either.

Also for any of my friends having to change all their marketing come January, at a time when our market is very slow and our income is well... down, I think would be an unfair burden on them.

While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.

- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully, Rob Levy

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Sent from my iPad so excuse the mistakes & brevity please!

Rob Levy CRS / The Rob Levy Team  
One of Portland's Top Realtors for 35+ Years  
Keller Williams Realty Professionals

[Portland, Oregon](#)



[www.RobLevy.com](http://www.RobLevy.com)

**Office: [\(503\) 906-1444](tel:5039061444)**



**From:** [Ted Tanner](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Kenworthy](#); [Leslie Hilbert](#)  
**Subject:** Comments on HB3137  
**Date:** Thursday, September 11, 2025 11:56:17 AM

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

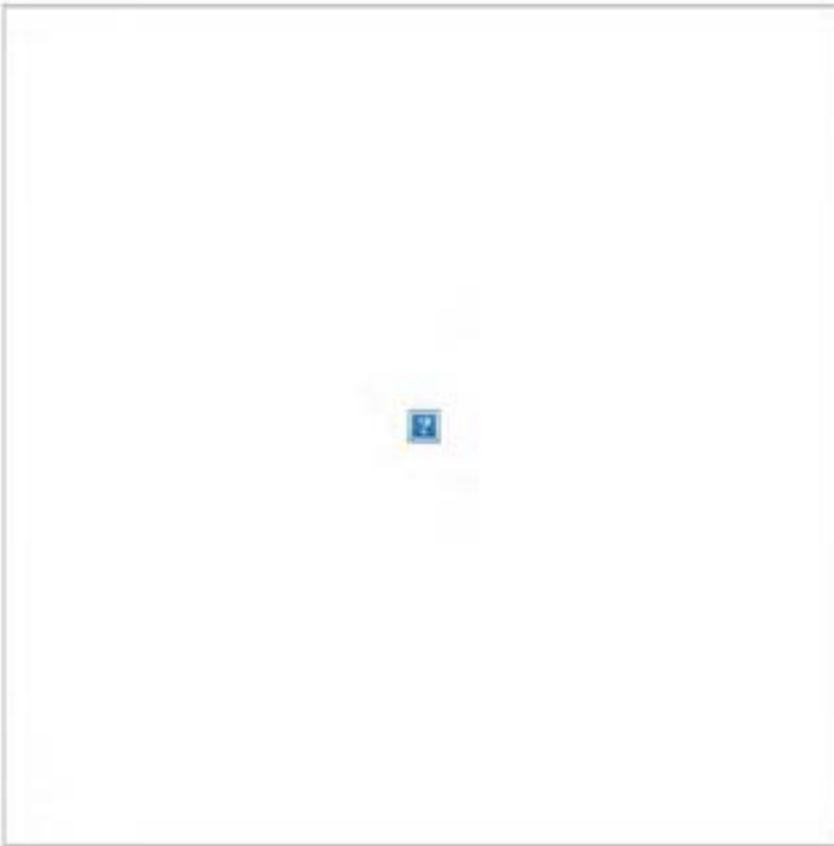
- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,






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TED TANNER | C: 503.828.7839 | W: 503.270.5700

 | [BeachDogRealEstateGroup.com](http://BeachDogRealEstateGroup.com)

KELLER WILLIAMS SUNSET CORRIDOR | License # 201210644

Licensed in Oregon. Each office is independently owned and operated.

**From:** [Seamus Barron](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Comments on Proposed Rule Changes to Implement House Bill 3137  
**Date:** Thursday, September 11, 2025 12:00:21 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.tif](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.



A more balanced approach would be to:

- Require teams using “real estate” or “realty” to clearly include “team” or “group” alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have a controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Photo	<b>Seamus Barron, Esq.</b> Managing Principal Broker
	<input type="checkbox"/> (518) 860-9289
	<input type="checkbox"/> Lake Oswego & Suburban SW Offices
	<input type="checkbox"/> [REDACTED]
	<input type="checkbox"/> <a href="http://seamusbarron.equitygroup.com">seamusbarron.equitygroup.com</a>
RE/MAX Equity	THE #1 RE/MAX IN THE WORLD
	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	



**From:** [Darcie VanderZanden](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Kenworthy](#)  
**Subject:** Concern regarding HB3137  
**Date:** Thursday, September 11, 2025 12:11:49 PM

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I understand there are many aspects to the new law, but I am writing specifically about one requirement that is confusing the public and creating significant challenges for real estate professionals — both financially and in terms of consumer clarity.

I am referring to the provision requiring individual real estate teams to remove the words “real estate” from their team names. I’ve been told this aims to prevent confusion for the public. However, removing a clear description of what we do from our names seems to have the opposite effect.

In our current advertising and signage, we clearly display that we are affiliated with Keller Williams, leaving no doubt about who we are or what services we provide. If “real estate” is stripped from our team name, it will create ambiguity about our professional role, making consumers wonder who we are and what we do. How else can we clearly communicate our work without stating it directly?

Additionally, like thousands of other teams across the state, we have invested tens of thousands of dollars in signage, marketing materials, email addresses, and websites built around names that were fully compliant until just a few months ago. This sudden change forces brokers to rebrand, redo their marketing, and alter their digital presence — creating unnecessary expense and, ironically, greater confusion for the public.

This law will cost our industry hundreds of thousands of dollars in hard costs, with no apparent benefit to consumers. To my knowledge, no one has ever been confused about what I do or who I represent. Instead, this measure disrupts clarity, imposes unnecessary financial strain, and offers no value to those it claims to protect.

Could you please explain the reasoning behind this requirement? From my perspective, the only clear beneficiaries are vendors who will profit from the rebranding process, while an already struggling profession is further burdened.

I urge you to reconsider or amend this aspect of the law so that real estate professionals can continue to represent their work transparently and without undue hardship.

Thank you for your time and attention to this matter.

**Darcie VanderZanden**  
Oregon Licensed Principal Broker

---

 [REDACTED]  
 503-504-2720

 1915 NE Stucki Ave, Suite 250, Hillsboro, OR 97006  
 [vdzhomes.com](http://vdzhomes.com)

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**From:** [Tammy Sue Kenworthy](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** confirming my agent's email will be recorded as public comment  
**Date:** Friday, September 12, 2025 10:38:53 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.jpg](#)  
[image006.jpg](#)  
[image007.jpg](#)  
[image008.png](#)  
[image009.png](#)

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Michael, **Thanks for the reply.** I have a question: has Larry's email been acknowledged and recorded as a public comment?

On Fri, Sep 12, 2025 at 10:11 AM HANIFIN Michael B \* REA  
<[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good morning,

Thank you for providing input on the rulemaking. We have had a fair amount of comment on the rulemaking as it relates to use of the terms “realty” and “real estate”. An industry bill was passed earlier this year by the legislature (HB 3137) which prohibits use of the terms “realty” or “real estate”. With that in mind, we don’t have discretion regarding this change, and the primary purpose of this rulemaking is to bring the rules into alignment with recent changes to law. New legislation would be required to alter or remove this prohibition. I’ve pasted in the language of the bill below (from section 13 of the bill) as well as a link to the entire bill.

(5) A name of a real estate team may not include the terms “realty” or “real estate” and may not be identical to the registered business name.

Here’s a link to the bill:

<https://olis.oregonlegislature.gov/liz/2025R1/Downloads/MeasureDocument/HB3137>

Respectfully,

**Michael Hanifin** | Land Development Division Manager

Legislative Coordinator

Oregon Real Estate Agency

775 Summer Street NE, #330



Salem, OR 97301

Direct 971-719-6319

[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Larry Arnold <[REDACTED]>  
**Sent:** Thursday, September 11, 2025 12:32 PM  
**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Cc:** Tammy Sue Kenworthy [REDACTED]  
**Subject:** HB3137

You don't often get email from [sales@the-pbg.com](mailto:sales@the-pbg.com). [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms “real estate” or “realty” in their business names. While I support the Agency’s mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using “real estate” or “realty” to clearly include “team” or “group” alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,  
Larry Arnold

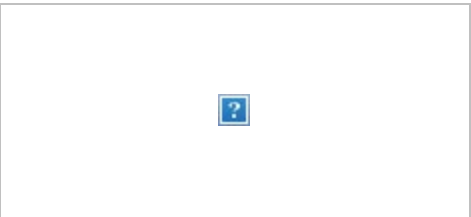
Oh, by the way, I'm never too busy for your referrals!

Larry Arnold  
Director of Sales  
Oregon and Washington Real Estate Broker  
The Property Brokers Group  
Keller Williams Sunset Corridor  
[503-839-6082](tel:503-839-6082) direct/text



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Have a blessed day,  
TS



**From:** [Lisa Balmes PC](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** FW: PMAR - HP 3137: New Team Name Rules & Public Comment Opportunity  
**Date:** Tuesday, September 9, 2025 2:41:56 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image005.png](#)

---

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This is the most ridiculous use of time and energy.

Lisa Balmes PC, e-PRO  
Chris Balmes Properties LLC  
Real Estate & Property Management in OR & WA  
18959 SW 84<sup>th</sup> Avenue  
Tualatin, OR 97062  
503-901-6545  
[REDACTED]

[www.chrisbalmesproperties.com](http://www.chrisbalmesproperties.com)



*2014 Masters Circle President*



What was your favorite school activity and supply as a child? Art using Crayola watercolor paints, writing in your composition notebook or organizing your binder with 8 tab dividers? We are helping procure school supplies for the Tigard-Tualatin school district students again this year. If you would like to donate please drop off your items to our office and we will arrange for pick-up.

---

**From:** PMAR Communications <communications@pmar.org>  
**Sent:** Tuesday, September 9, 2025 11:56 AM  
**To:** Lisa Balmes PC [REDACTED]  
**Subject:** PMAR - HP 3137: New Team Name Rules & Public Comment Opportunity

[View as a webpage](#)

?? ??



## Public Comment Opportunity

Members are encouraged to review the details and submit comments before the rules are finalized.

How to comment: email [michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) by September 21st, 2025, 5:00 p.m.

Public Hearing Details (September 15th, 2025, 10-11 a.m.):

- [Join via Teams](#)
- Phone: 504-446-4951

- Conference ID: 2705017877893
- Passcode: jb3mp3hk
- Phone Conf ID: 495 432 26#

For more background, see OREF's article: [Oregon's New Team Name Rules: What HB 3137 Means for Real Estate Professionals](#)

---



**Portland Metropolitan Association of Realtors®**

150 SW Harrison St, Suite #200, Portland, OR 97201

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**From:** [Julia Monaghan](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Fwd: PMAR - HP 3137: New Team Name Rules & Public Comment Opportunity  
**Date:** Wednesday, September 10, 2025 9:53:27 AM

---

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Hello Michael -

I wanted to share my thoughts and feedback regarding the rules surrounding HB3137. I did write out all of my thoughts in an email and then had some help from AI to formulate a more cohesive and pointed response - as I tend to ramble even through writing!

Good morning, Michael,

I'm writing regarding HB 3137 and the Oregon Real Estate Agency's rulemaking now underway. The bill's new naming requirements for "real estate teams" (effective January 1, 2026) are unnecessary, extremely expensive to implement, and more likely to confuse consumers than help them.

Specifically, the bill (as summarized by the Agency):

- Defines a "team" as one or more licensees operating under a name other than the brokerage's registered business name.
- Prohibits team names from including "realty" or "real estate."
- Bars team names that duplicate an existing registered business name, even if the brokerage name is prominently displayed.
- Example: "ABC Realty Group" would be banned; "ABC Home Group" would be allowed.

Why these changes are unnecessary

Oregon already protects consumers with robust advertising rules that require immediately noticeable and conspicuous display of the brokerage's registered business name on every ad and marketing piece. That one rule tells the public who is legally responsible for the services. Layering a ban on common industry words ("realty," "real estate") and a duplication test on top of that adds bureaucracy without solving a real-world problem.

Why this will be extremely expensive

This is not a light re-label, it's a full rebrand for many Oregon teams:

- New team name development and legal clearance, domain/social handle changes, email signatures, website rebuilds, CRM/transaction templates, listing presentations, CMAs, and drip campaigns.
- Physical assets: yard signs, riders, vehicle wraps/magnets, A-frames, open house kits, brochures, business cards, lockbox plates, office signage.
- Media: photography overlays, video slates, lower-third graphics, thumbnails, ad libraries.
- Training, policies, and compliance audits to re-teach the new standard.

For small teams, that can run \$5,000-\$20,000; for mid-to-large teams with broad inventories and past content libraries, \$25,000-\$75,000+ isn't unusual. And because social handles and domains are scarce, many teams will lose brand equity they've built for years.

Why this will increase consumer confusion

- Banning "realty/real estate" removes a helpful cue. Those words quickly signal the service category. Forcing teams into vague substitutes ("home," "nest," "collective") does not make ads clearer; it makes them less descriptive.

- The duplication test is mis-aimed. Teams are *not* separate licensed entities; the brokerage is. Oregon already solves the “who’s behind this ad?” question by requiring the brokerage name to be conspicuous. If the brokerage name must be front and center, a team’s use of “realty/real estate” doesn’t mislead—it clarifies the nature of the service.
- The new “team” definition is overbroad (even “one or more licensees” using any name other than the brokerage). It sweeps up routine branding lines and collaborative marketing that already disclose the brokerage—creating compliance anxiety over harmless, clearly labeled promotions.

## Out of step with other licensed industries

Other Oregon-licensed fields rely on clear license identity/number + truthful advertising, not roster or vocabulary bans:

- Construction requires the CCB license number on ads: no prohibition on using “construction,” “builders,” or “roofing” in brand names, and no “team name” duplicates test.
- Mortgage/loan originators use company name and NMLS/OR IDs: no requirement to avoid “mortgage” or “lending” or to police duplicate “team” names when the licensed company is identified.
- Insurance producers: follow fair-marketing rules with company/producer identification—again, no ban on category words in team/agency branding.

Real estate should follow the same proven model: prominent brokerage identification + license clarity + truth-in-advertising. We already have that.

## Requested fixes (through rulemaking or technical amendment)

1. Allow “realty/real estate” in team names when the brokerage’s registered business name is displayed with equal or greater prominence.
2. Grandfather Oregon team names in lawful use prior to HB 3137’s effective date.
3. Clarify “team” as two or more licensees who routinely co-market and share compensation, so solo agents with a tagline aren’t unintentionally captured.
4. Replace the blanket duplication bar with a clear-prominence safe harbor: if the brokerage name is conspicuous, a team name cannot be deemed misleading solely due to similarity with a registered business name.
5. Provide a 24–36 month, if not longer, transition period for physical inventory, URLs, and social handles to avoid unnecessary waste.

## Bottom line

- The current brokerage-name prominence rule already gives consumers what they need.
- HB 3137’s naming bans impose large, unavoidable costs and reduce clarity by stripping understandable industry terms.
- Oregon should align with other licensed sectors by enforcing who is responsible (the brokerage) rather than micro-policing team vocabulary.

Thank you for considering these changes.

Julia Monaghan

Thank you for taking the time to review my thoughts and opinion!  
Julia

Julia Monaghan - PSA | ABR | CLHMS  
m: 503-735-5398

Oregon Real Estate Broker  
TEA] Broker  
[Let's connect!](#)

----- Forwarded message -----

From: **PMAR Communications** <[communications@pmar.org](mailto:communications@pmar.org)>

Date: Tue, Sep 9, 2025 at 11:56 AM

Subject: PMAR - HP 3137: New Team Name Rules & Public Comment Opportunity

To: [REDACTED] >

[View as a webpage](#)







## Public Comment Opportunity

Members are encouraged to review the details and submit comments before the rules are finalized.

How to comment: email [michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) by September 21st, 2025, 5:00 p.m.

Public Hearing Details (September 15th, 2025, 10-11 a.m.):

- [Join via Teams](#)
- Phone: 504-446-4951
- Conference ID: 2705017877893
- Passcode: jb3mp3hk
- Phone Conf ID: 495 432 28#

For more background, see OREF's article: [Oregon's New Team Name Rules: What HB 3137 Means for Real Estate Professionals](#)



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**From:** [J.B. Avgeris](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Kenworthy](#)  
**Subject:** HB 3137  
**Date:** Thursday, September 11, 2025 8:23:35 PM

---

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

John G. Avgeris jr



From: [Mandy Ayeris](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB 3137  
Date: Friday, September 12, 2025 8:15:39 AM

---

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
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- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Mandy Avgeris  
Sent from my iPhone

**From:** [Kirk Bales](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB 3137  
**Date:** Friday, September 12, 2025 12:09:38 PM

---

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Michael,

I want to begin by affirming that HB3137 is a sound and much-needed piece of legislation in many respects. The bill addresses important areas of consumer protection, industry oversight, and professional standards that will serve Oregon well. My comments are not meant to diminish the value of the bill as a whole.

My concern is limited to Section 13, which introduces restrictions on licensed Oregon Real Estate Brokers using the terms "real estate" or "realty" in their business names. While I fully support the Agency's mission to protect consumers and ensure clarity in advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the broader intent of HB3137.

Forcing small businesses to rebrand would require substantial financial outlay—new signage, websites, marketing materials, and legal updates—that could total tens of thousands of dollars. Beyond the financial hit, many teams across Oregon would lose years of brand recognition, good will, and the reputational equity they've built in their communities. In today's challenging market, that is a heavy and arguably avoidable blow.

I respectfully submit the following alternatives for the rulemaking committee's consideration:

- **Grandfather in** existing teams and groups with established names to prevent unnecessary financial harm.
- **Require clarity** by ensuring teams that use "real estate" or "realty" must also include "team" or "group" in their names.
- **Allow registration flexibility** by permitting managing principal brokers to register teams under their current RBN, without requiring the RBN to hold controlling interest in the team.

These adjustments would balance consumer transparency with fairness to small business owners who have acted in good faith under current rules.

Thank you for the opportunity to provide feedback. I hope the Agency's rulemaking will preserve the strengths of HB3137 while refining Section 13 so that it protects consumers without imposing undue harm on all Oregon's real estate professionals.

Respectfully,

--

Kirk D. Bales, GRI  
Keller Williams Realty Portland Premiere  
7504 SW Bridgeport Road  
Portland, OR 97224  
(503) 434-0988 - cell



**From:** [Megan Despain](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB 3137  
**Date:** Monday, September 15, 2025 1:33:56 PM

---

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

**Megan Despain**, Keller Williams Sunset Corridor  
*Licensed Oregon Real Estate Broker*  
360-917-6328

  
[www.TwinRocksRealEstate.com](http://www.TwinRocksRealEstate.com)

P.O. Box 372 Rockaway Beach, OR. 97136



The highest compliment I can receive is your referral. Please feel free to pass my name and contact information along to your friends and family.

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From: [Emily Nordquist](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB 3137  
Date: Friday, September 12, 2025 10:03:31 AM

---

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

--



***Emily Nordquist***

Licensed Oregon Real Estate Broker

Keller Williams Sunset Corridor

541-705-7711



[emilynordquist.kw.com](http://emilynordquist.kw.com)

**From:** [Allan Stromquist](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB 3137  
**Date:** Thursday, September 11, 2025 1:06:59 PM

---

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, new website URLs, updated websites, new email addresses, Google business rankings, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate, especially at a very financially challenging time of the year when sales are low and association dues must be paid. In addition, for many teams across Oregon including ours, it would mean the loss of 14 years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.
- If changes are to move forward, allow us an additional six months to plan for and makes the required changes.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,  
Allan Stromquist  
Keller Williams Sunset corridor  
Ark Realty Group  
Licensed in Or. 201232863

**From:** [Kasey Strye](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Schuck](#)  
**Subject:** HB 3137  
**Date:** Thursday, September 11, 2025 3:24:02 PM

---

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

--





[Initial Agency Disclosure Pamphlet](#)

**From:** [Adriana Murillo](#)  
**To:** [HANIFIN Michael B \\* REA; Tammy Sue Kenworthy](#)  
**Subject:** HB 3137 comment  
**Date:** Thursday, September 11, 2025 1:57:25 PM

---

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Certainly I need to get more info on this, however, I am concerned about how we would identify our business and the industry we are working in. Plus, how much money will this regulation cost me?, after changing all the marketing material I use on a daily basis? 4 month ago, I made an investment in very nice expensive OH and yard signage, printed 2500 folders, new business cards with my new logo that includes the word "Real Estate" plus the payment of the designs. Who is going to reimburse me for those expenses that cost me more than \$2,000.

Question: what are we going to be called? "Agents" "Brokers" only? Agents in what industry?

I am not understanding the reason behind this change. Can you explain?


Have a nice day,



 [\(503\) 964-9764](tel:5039649764)

 [REDACTED]

 [adrianamurillo.com](mailto:adrianamurillo.com)

 1915 NE Stuckl Ave. Suite 250, Hillsboro OR 97006



**From:** [Mary Gilbert](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Schuck](#)  
**Subject:** HB 3137 Letter of Opposition  
**Date:** Thursday, September 11, 2025 12:44:39 PM

---

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

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I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

**Mary Gilbert**



## Team Owner

The Mary Gilbert Group | Powered by Place Inc

At Keller Williams Realty Southern Oregon

Direct: (541)204-4646



<https://marygilbert.com/>

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**From:** [Marc Zemp](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Kenworthy](#)  
**Subject:** HB 3137- PLEASE CONSIDER our small businesses!  
**Date:** Friday, September 12, 2025 5:11:45 PM

---

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Dear Michael-

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Marc Zemp

Marc Zemp  
Real Estate Broker  
Keller Williams Sunset Corridor  
Licensed in the State of Oregon AND Washington  
503.501.6925





**From:** [Lara James](#)  
**To:** [OREA INFO \\* REA: HANIFIN Michael B \\* REA](#)  
**Subject:** HB 3137 Proposed Rule - Feedback on Team Name Restriction  
**Date:** Friday, September 12, 2025 11:30:10 AM

---

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Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams, including my own, across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group. A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,  
Lara James



**Buyers & Sellers: Please obtain your copy of the Oregon Real Estate Advisory Guide at: <https://oregonrealtors.org/protect/buyer-seller-advisories/>**



**From:** [Dawn Blalock](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** HB 3137 Proposed Rules — Team Name Restriction Effects on Paladin Realty Team  
**Date:** Thursday, September 11, 2025 12:13:00 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am the co-owner for Paladin Realty Team, a division of Keller Williams Realty Portland Central. We are a two-person team (my husband & I) that has operated in rural Eastern Oregon since 2019, when we transitioned to KWRPC. We have spent a large amount of our funds on advertising items and matters, including but not limited to, signage, business cards, multiple websites, social media, software materials, business registrations, and mailing supplies, etc. We also have established legal and financial connections as our team name.

The team name changes HB 3137 requires will significantly impact us financially by forcing us to replace materials and items we use throughout our business and its operations. Additionally, we would have to change credit cards, bank accounts, and other financial and legal documents and connections. Less clearly demonstrable is the effect it will have on our excellent reputation (brand recognition, if you will) in the communities of Umatilla, Morrow, and Union Counties. This will almost certainly further exacerbate the financial impact we will suffer. Just the loss of reputation history and reviews on Google and other sites will likely impact us greatly.

We were very careful with our team name, signage, and presentation, to completely comply with the then-current legal requirements for teams and the professional expectations of Keller Williams Realty Portland Central, in both form and spirit. We have maintained this clarity in all we have done throughout the almost six full years of our team's existence. To penalize us for our good faith compliance seems unfair and unjust. While we support the Agency's mission to protect consumers and ensure clarity in real estate advertising, this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137, not just for ourselves, but for numerous businesses throughout Oregon.

Generally, teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand will result in extraordinary costs, including new signage, websites, marketing materials, legal updates, time, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners. I suspect it may even ADD confusion as team names lose such obvious connection to professional real estate activities.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name with the Agency, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners, and a great many are licensed businesses through the Oregon Secretary of State. The option for a managing principal to register the team or group as an affiliated or subsidiary business with the Agency cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

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- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Thank you for understanding how what may seem like a small change in reality will create huge ripples and costs in unexpected manners.

Dawn Blalack



mobile app here: <http://app.kw.com/KW2FRF2KZ>

Check out listings at [www.dawnblalack.com](http://www.dawnblalack.com)

More about Paladin Realty Team at <http://www.facebook.com/PaladinRealtyTeam>



**From:** [Nathan Good](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** HB 3137 Proposed Rules — Team Name Restriction Effects on Paladin Realty Team  
**Date:** Thursday, September 11, 2025 11:38:22 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am the transaction coordinator & co-owner for Paladin Realty Team, a division of Keller Williams Realty Portland Central. We are a two-person team (my wife & I) that has operated in rural Eastern Oregon since 2019, when my wife transitioned to KWRPC. We have spent a large amount of our funds on advertising items and matters, including but not limited to, signage, business cards, multiple websites, software materials, business registrations, and mailing supplies, etc. We also have established legal and financial connections as our team name.

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I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Nathan Good

(While my license as principal broker is currently under Pendleton Property Management, this is a short-term situation to assist a fellow business owner through a period of loss. I will be returning my license to KWRPC as a licensed principal broker in a few short months. As such, our sole real estate income will again come solely from Paladin Realty Team as a division of KWRPC.)

**Nathan Good**

**Licensed Oregon Principal Broker #201225337**

541-310-7070 [REDACTED]

**Pendleton Property Management LLC**

Website: [pendletonpropertymanagement.org](http://pendletonpropertymanagement.org) Office: (541) 315-7871

Located in Pendleton, Oregon.

Transaction Coordinator for:

**Dawn Blalack, Oregon Principal Broker**

541-310-9563 [REDACTED]

Website: [www.DawnBlalack.com](http://www.DawnBlalack.com)

**Paladin Realty Team, a division of Keller Williams Realty Portland Central**

Located in Pendleton, Oregon.

*Each office independently owned and operated.*



**From:** [Reviewing Broker](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB 3137 public comment  
**Date:** Friday, September 12, 2025 11:27:23 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137. I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names.

While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137. Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name. I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

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- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency rulemaking will focus on solutions that both promote consumer transparency and honor the hard work of small business owners. Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,  
Alicia Moon Dahlen  
Managing Reviewing Principal Broker  
Keller Williams Realty Mid-Willamette

*Alicia Moon Dahlen*  
**Managing Principal Broker/Reviewing Broker**  
**Keller Williams Mid-Willamette**  
2125 Pacific Blvd. SW  
Albany, OR 97321  
971-202-8672





[Have questions about getting paid? Click here!](#)

[Have questions about direct deposit? Click here!](#)

**Click this link for KWMW Resources:** <https://linktr.ee/kellerwilliamsmidwillamette>

**From:** [Brek Spittorber](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Schuck](#)  
**Subject:** HB 3137 Rulemaking  
**Date:** Thursday, September 11, 2025 2:07:45 PM

---

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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Thank you so much for the opportunity to share my feedback on this important topic.

Brek Splittergerber  
Licensed Real Estate Agent  
Keller Williams Eugene Springfield  
Cell: 541-556-0621

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**From:** [Elizabeth Ramos](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB 3137  
**Date:** Monday, September 15, 2025 1:32:59 PM

---

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

**Elizabeth Ramos**

Principal Broker



"Providing Quality Customer Service since 1993"

**M:** 503-310-4612 **E:** [REDACTED]

**W:** [www.rhomeagent.com](http://www.rhomeagent.com)

**A:** 1915 NE Stucki Ave, Suite 250, Hillsboro OR 97006

R Home Agent Group, Keller Williams Sunset Corridor



**From:** [Emily Harris](#)  
**To:** [HANIFIN Michael B \\* REA; Zeil Vanden Heuvel](#)  
**Subject:** HB 3137: Impact on Real Estate Professionals and Small Businesses  
**Date:** Thursday, September 11, 2025 11:12:37 AM

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Hi Michael,

We are writing to express our serious concerns regarding HB 3137.

Our company, Summit Real Estate Group, co-brands all of its marketing materials with REAL Broker, LLC. The proposed legislation would require us to change our company name and branding to comply with the new regulations. Based on our estimates, this would result in a significant financial and time burden, costing approximately \$2,000 and two weeks of work to update all of the following assets:

- Branding and core branding toolkit
- Website
- Printed materials (business cards, door hangers, etc.)
- Signage (open house signs, directional signs)

We are deeply concerned about the practical implications of this legislation. We would like to inquire about the following:

- What is the official timeline for compliance after this legislation goes into effect Jan 1, 2026?
- What resources or assistance will be provided to real estate brokers to help with the transition, rebranding, and updating of all affected assets?

We urge you to consider the substantial impact this bill would have on small businesses and real estate professionals across the state and to provide clear guidance and support for compliance.

Sincerely,

Emily Harris and Zeil Vanden Heuvel



----- Forwarded message -----

From: **PMAR Communications** <[communications@pmar.org](mailto:communications@pmar.org)>

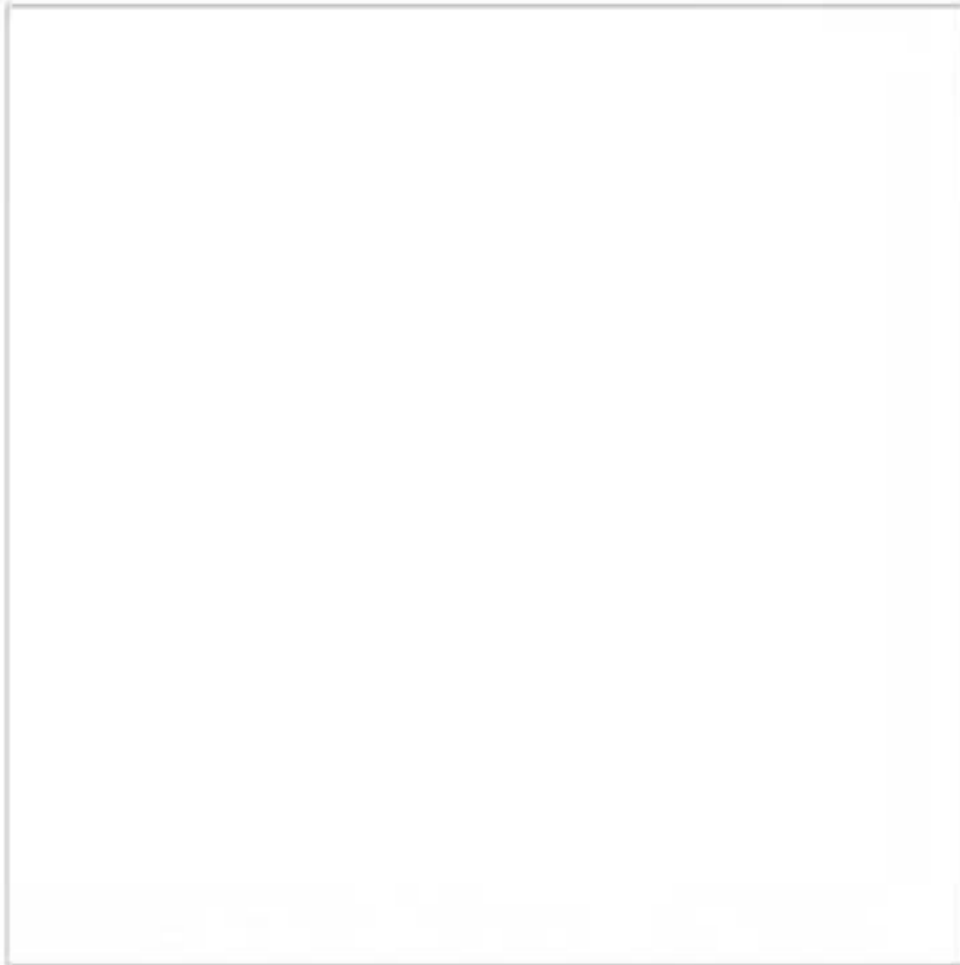
Date: Tue, Sep 9, 2025 at 11:55 AM

Subject: PMAR - HP 3137: New Team Name Rules & Public Comment Opportunity

To: <[\[REDACTED\]](#)>

[View as a webpage](#)





## Public Comment Opportunity

Members are encouraged to review the details and submit comments before the rules are finalized.

How to comment: email [michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) by September 21st, 2025, 5:00 p.m.

Public Hearing Details (September 15th, 2025, 10-11 a.m.):

- [Join via Teams](#)
- Phone: 504-446-4951
- Conference ID: 2705017877893
- Passcode: jb3mp3hk
- Phone Conf ID: 495 432 28#

For more background, see OREF's article: [Oregon's New Team Name Rules: What HB 3137 Means for Real Estate Professionals](#)



150 SW Harrison St, Suite #200, Portland, OR 97201

[www.pmar.org](http://www.pmar.org) | 503-228-6595

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--

agentPhoto



## Emily Harris

Agent | License ID: 201256422



503-673-3991



[REDACTED]



Summit Real Estate Group



From: [Tamara Angier](#)  
To: [HANIFIN Michael B \\* REA](#)  
Cc: [Tammy Sue Schuck](#)  
Subject: HB3137  
Date: Thursday, September 11, 2025 10:26:33 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Sincerely,

Tamara Angier



**From:** [Larry Arnold](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Kenworthy](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 12:33:44 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
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[image005.jpg](#)  
[image006.jpg](#)  
[image007.jpg](#)  
[image008.png](#)  
[image009.png](#)

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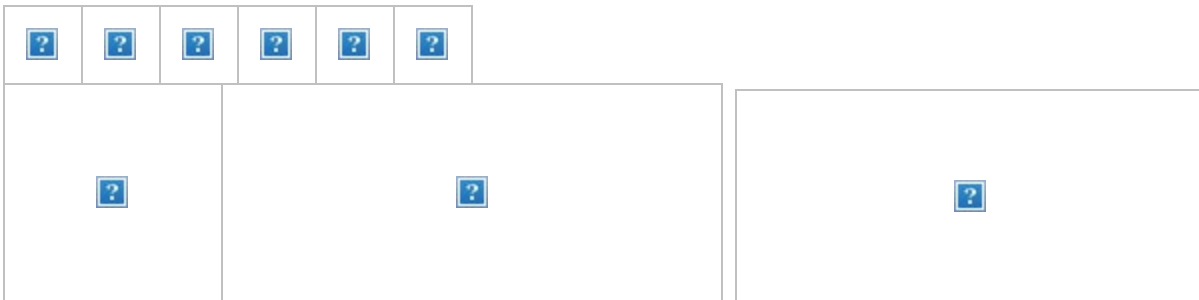
Respectfully,

Larry Arnold

*Oh, by the way, I'm never too busy for your referrals!*

Larry Arnold  
Director of Sales  
Oregon and Washington Real Estate Broker  
The Property Brokers Group  
Keller Williams Sunset Corridor  
[503-839-6082](tel:503-839-6082) direct/text  
  
[www.the-pbg.com](http://www.the-pbg.com)

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**From:** [Katie Benson](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 2:45:31 PM

---

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Dear OREA,

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Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

**Katie Benson**  
Chief Growth Officer

[REDACTED]  
(503) 444-1234  
[place.com](#)



• [Facebook](#) • [Instagram](#) • [LinkedIn](#) • [TikTok](#) • [Twitter](#)



**From:** [Emily Brock](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 12:59:04 PM  
**Attachments:** [image.png](#)

---

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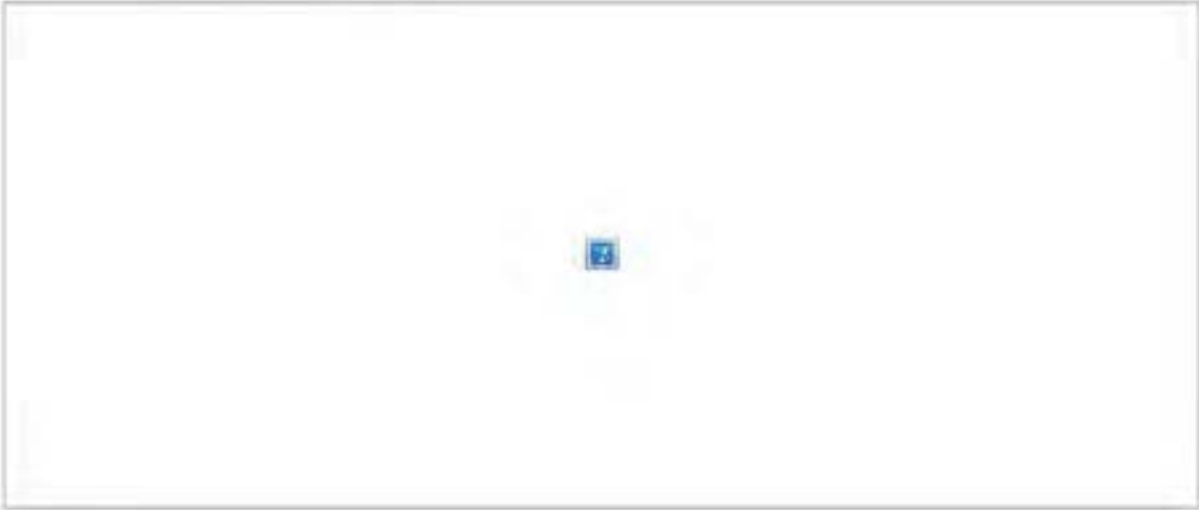
I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Thank you,  
Emily Brock

503-949-4647





**From:** [BreAnne Brown](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Schuck](#)  
**Subject:** HB3137  
**Date:** Friday, September 12, 2025 1:06:04 PM

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You don't often get email from [REDACTED]. [Learn why this is important.](#)

Dear OREA,

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I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

As a newer solo agent, I've worked hard to promote my business and I chose a name that lets people know exactly what business I'm in. If HB3137 becomes law, I will essentially be starting from scratch to market my business. It will be a financial burden to replace signs, business cards, flyers, merchandise etc. I'm a solo agent working to make it in a difficult market and this would surely be more of a hardship to my livelihood.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

BreAnne Brown



**From:** [Tanna Cable](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [tannacable@ky.com](mailto:tannacable@ky.com)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 4:15:23 PM  
**Attachments:** [Email Signature 2025-4.png](#)

---

You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

C Cable Realty, is a small business that has been serving the Willamette Valley for 51 years. This HB would force small businesses, like ours, to completely rebrand. It would require new signage, updated websites, marketing materials, and legal changes. What is most concerning to me is that it would mean the loss of years of brand recognition and the positive reputation we have developed under our current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- - "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- - Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- - Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Tanna Cable



[Oregon Property Buyer Advisory 2025](#)

[Oregon Property Seller Advisory 2025](#)

[Oregon Initial Agency Disclosure Pamphlet](#)



From: [Josh Cooley](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB3137  
Date: Monday, September 15, 2025 6:46:52 AM

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote

consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Josh Cooley

<https://josh.vieweugenerealestate.com/>



Please Read-OR Real Estate Disclosures



From: [Stacey Coye](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB3137  
Date: Thursday, September 11, 2025 10:47:52 AM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Stacey Coye

--

**Stacey Coye**

Reviewing Principal Broker  
Keller Williams Sunset Corridor  
Keller Williams Capital City  
Xperience Brokerage Network



[\(503\) 819-1022](tel:(503)819-1022)

1915 NE Stucki Ave #250  
Hillsboro, OR 97006

[staceycoye.kw.com](http://staceycoye.kw.com)





From: [Rebecca Douglas](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB3137  
Date: Friday, September 12, 2025 5:04:40 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Rebecca Douglas

Keller Williams Sunset Corridor

(503) 484-5213



From: [Tammi Dupree](#)  
To: [HANIFIN Michael B \\* REA](#); [Tammy Sue Schuck](#)  
Subject: HB3137  
Date: Friday, September 12, 2025 12:25:01 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

*Tammi Dupree*

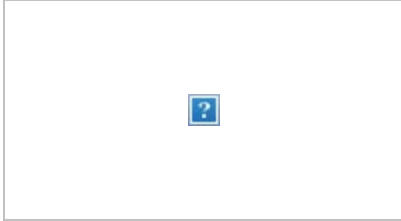
## **Real Estate Specialist**

The Dupree Group

Keller Williams Sunset Corridor

Cell 503-758-7036

[www.DupreeGroupRealEstate.com](http://www.DupreeGroupRealEstate.com)



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**IMPORTANT NOTICE:** Never trust wiring instructions sent via email. Cyber criminals are hacking email accounts and sending emails with fake wiring instructions. These emails are convincing and sophisticated. Always independently confirm wiring instructions in person or via a telephone call to a trusted and verified phone number. Never wire money without double-checking that the wiring instructions are correct.



**From:** [Erik Von Eggers](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137  
**Date:** Monday, September 15, 2025 12:31:16 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

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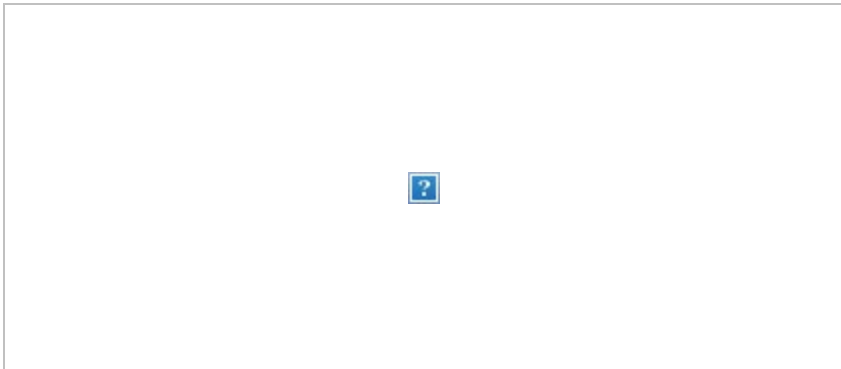
**Erik Von Eggers**

Licensed Broker in the Great State of Oregon  
Optic Realty Group/ *Central Oregon - Eugene Representative*  
Keller Williams Realty Southern Oregon  
503-487-7204



[BuyOregonCannabis.com](http://BuyOregonCannabis.com)

**Initial-Agency-Disclosure-Pamphlet**



From: [Sherri Ellis](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB3137  
Date: Friday, September 12, 2025 2:41:52 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to oppose the rule prohibiting licensed Oregon Real Estate Brokers from using the terms “real estate” or “realty” in their business names. While I respect the Agency’s mission to protect consumers, I believe this restriction is unnecessary, burdensome, and inconsistent with the intent of HB3137.

Forcing small businesses to rebrand would create significant financial strain, requiring new signage, websites, marketing materials, and legal filings—often costing tens of thousands of dollars. Beyond the financial burden, it would erase years of brand recognition, goodwill, and reputation that teams and groups have worked hard to build.

I respectfully propose the following alternatives for the rulemaking committee’s consideration:

- **Grandfather in** individuals, teams and groups with existing names to avoid financial harm.
- Allow continued use of “real estate” or “realty” if paired with “team” or “group.”
- Permit managing principal brokers to register teams/groups under their existing RBN without requiring controlling ownership.

I urge the Agency to focus on solutions that promote consumer clarity while protecting Oregon’s small businesses and their livelihoods.

Thank you for considering my feedback.

Respectfully,

**Sherri Ellis**

**Trust The Experience!**



IMPORTANT CONSUMER INFORMATION: Please go to the following link to obtain information on agency relationships along with the duties and responsibilities of REAL ESTATE LICENSEES in Oregon, please read it carefully and contact me if you have any questions.  
<http://bit.ly/InitialAgencyDisclosure>



From: [Timothy English](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB3137  
Date: Thursday, September 11, 2025 11:49:23 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following possibilities for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include their brokerage in their signage and advertising
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

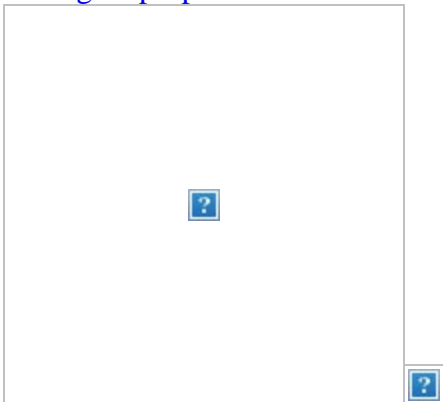
--

Tim English  
English Realty  
154 SW Oak Street  
Dallas, OR 97338



c (503) 998-3234

[timenglishproperties.com](http://timenglishproperties.com)



From: [Lisa Frey](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB3137  
Date: Thursday, September 11, 2025 12:30:00 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.


I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Lisa Frey

Lisa Frey

Real Estate Broker  
Keller Williams Realty Eugene/Springfield  
Cell: (541) 521-0331  


**From:** [Allie Fuller](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Kenworthy](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 1:43:46 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Allie Fuller





Search for listings



Value



From: [Laura Gillott](#)  
To: [HANIFIN Michael B \\* REA](#)  
Cc: [Erin Koontz](#)  
Subject: HB3137  
Date: Monday, September 15, 2025 12:22:47 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to oppose the rule prohibiting licensed Oregon Real Estate Brokers from using the terms "real estate" or "realty" in their business names. While I respect the Agency's mission to protect consumers, I believe this restriction is unnecessary, burdensome, and inconsistent with the intent of HB3137.

Forcing small businesses to rebrand would create significant financial strain, requiring new signage, websites, marketing materials, and legal filings, often costing tens of thousands of dollars. Beyond the financial burden, it would erase years of brand recognition, goodwill, and reputation that teams and groups have worked hard to build.

I respectfully propose the following alternatives for the rulemaking committee's consideration:

- Grandfather in teams and groups with existing names to avoid financial harm.
- Allow continued use of "real estate" or "realty" if paired with "team" or "group."
- Permit managing principal brokers to register teams/groups under their existing RBN without requiring controlling ownership.

I urge the Agency to focus on solutions that promote consumer clarity while protecting Oregon's small businesses and their livelihoods.

Thank you for considering my feedback.

Respectfully,  
Laura Gillott



**Serving Real Estate needs since 1992**

**Oregon's #1 Team since 2013**

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**IMPORTANT CONSUMER INFORMATION:**

Please go to the following link to obtain information on agency relationships along with the duties and responsibilities of REAL ESTATE

LICENSEES in Oregon, please read it carefully and contact me if you have any questions. <http://bit.ly/InitialAgencyDisclosure>

**From:** [Adrian Gonzalez](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Schuck](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 10:25:09 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I respectfully submit my opposition to HB3137 becoming law and to the proposed rule prohibiting licensed Oregon Real Estate Brokers from using the terms “real estate” or “realty” in their business names. While I fully support the Agency’s mission to protect consumers and ensure clarity in real estate advertising, I believe this restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would impose a significant financial burden, requiring new signage, updated websites, revised marketing materials, and legal adjustments that could cost tens of thousands of dollars. Beyond the financial impact, many teams across Oregon would lose the brand recognition, goodwill, and reputations they have built over years of service to their communities.

Oregon defines a team or group in the business of real property sales as any business including one or more licensees. With this in mind, I respectfully request the rulemaking committee consider the following:

1. Grandfather existing teams that currently use “real estate” or “realty” in their names to protect them from unnecessary financial harm.
2. Require clarity in advertising by allowing such teams to continue using their names, provided “team” or “group” is clearly included.
3. Allow managing principal brokers to register their teams and groups under their current RBN without requiring the RBN to hold a controlling ownership interest in the team or group.

These alternatives would promote consumer transparency while also respecting the hard work and investments of Oregon’s small business owners.

Thank you for the opportunity to share my feedback on this important matter.





From: [Del G](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB3137  
Date: Friday, September 12, 2025 3:48:39 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.

Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Dustin Griesbach

**From:** [Josh Halemeier](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 2:43:19 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

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- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully, 



**From:** [REDACTED]  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 1:07:03 PM  
**Attachments:** [mspx001.png](#)

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You don't often get email from [REDACTED]. [Learn why this is important.](#)

Dear OREA,

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I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Mary Hambleton





[Initial Agency Disclosure Pamphlet](#)

From: [Michelle Hartsell](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB3137  
Date: Thursday, September 11, 2025 11:17:53 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

--

Sincerely,

Michelle Hartsell, Licensed Broker in the State of Oregon  
Transaction Coordinator/Owner  
Hartsell Real Estate Services, LLC  
503-853-1957  
Business Hours Monday - Friday 8:00 am to 4:30 pm



**From:** [Andrew Bitans](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [tammymcne@kyw.com](mailto:tammymcne@kyw.com)  
**Subject:** HB3137 - issues!  
**Date:** Thursday, September 11, 2025 4:24:24 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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- If changes are to move forward, allow us an additional six months to plan for and makes the required changes.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Andrew Bitans

**Andrew Bitans**  
LICENSED OREGON REALTOR  
W: (503) 382-8774 | C: (503) 381-8048  
[REDACTED] | [arkrealtygroup.com](http://arkrealtygroup.com)  
1915 NE Stucki Ave Ste 250, Hillsboro, OR 97006



From: [Jeanne Johnston](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB3137  
Date: Friday, September 12, 2025 8:18:51 AM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Jeanne Johnston

--

*We build our business on integrity and service. The highest compliment we can receive is the referral of friends, family and business associates. Thank you for your trust!*





**From:** [Maya Kennedy](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137  
**Date:** Friday, September 12, 2025 1:26:30 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

**Dear OREA,**

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to oppose the rule prohibiting licensed Oregon Real Estate Brokers from using the terms "real estate" or "realty" in their business names. While I respect the Agency's mission to protect consumers, I believe this restriction is unnecessary, burdensome, and inconsistent with the intent of HB3137.

Forcing small businesses to rebrand would create significant financial strain, requiring new signage, websites, marketing materials, and legal filings—often costing tens of thousands of dollars. Beyond the financial burden, it would erase years of brand recognition, goodwill, and reputation that teams and groups have worked hard to build.

I respectfully propose the following alternatives for the rulemaking committee's consideration:

- **Grandfather in** teams and groups with existing names to avoid financial harm.
- Allow continued use of "real estate" or "realty" if paired with "team" or "group."
- Permit managing principal brokers to register teams/groups under their existing RBN without requiring controlling ownership.

I urge the Agency to focus on solutions that promote consumer clarity while protecting Oregon's small businesses and their livelihoods.

Thank you for considering my feedback.

Respectfully,  
Maya Kennedy



[Client Testimonials](#)

**From:** [Tammy Sue Kenworthy](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 10:15:59 AM

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms “real estate” or “realty” in their business names. While I support the Agency’s mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

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- Require teams using “real estate” or “realty” to clearly include “team” or “group” alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.



Respectfully,

Tammy Sue Kenworthy

--



From: [James Smith](#)  
To: [james@oregon.gov](#)  
Cc: [James Lee Smith](#)  
Subject: HB3137  
Thursday, September 11, 2025 4:03:41 PM

You don't often get email from [james@oregon.gov](#).

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

As for the individual that put this into law, they should know that forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

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- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RSN without the requirement that the RSN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.



[https://oregon.gov/oregonrealty/realty/realty-teams-and-groups.aspx](#)

**From:** [Heather Kragerud](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [taunmysue@ky.com](mailto:taunmysue@ky.com)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 10:27:38 AM  
**Attachments:** [image001.jpg](#)  
[image002.png](#)

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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- If changes are to move forward, allow us an additional six months to plan for and makes the required changes.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,



**HEATHER KRAGERUD**  
LICENSED OREGON REALTOR  
OPERATIONS MANAGER / PRINCIPAL BROKER  
503-888-4197 | [www.arkrealtygroup.com](http://www.arkrealtygroup.com)  
1915 NE Stucki Ave Ste 250, Hillsboro, OR 97006

Shape: ☐ Description automatically generated with medium confidence





**From:** [Nancy Kruger](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137  
**Date:** Monday, September 15, 2025 12:17:44 PM

---

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

From: [Ryan Long](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB3137  
Date: Wednesday, September 17, 2025 12:44:45 PM

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**Email: Subject Line: (Optional) Cc/Bcc: (so we can track participation)**

Hello Michael and OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to oppose the rule prohibiting licensed Oregon Real Estate Brokers from using the terms "real estate" or "realty" in their business names. While I respect the Agency's mission to protect consumers, I believe this restriction is unnecessary, burdensome, and inconsistent with the intent of HB3137.

We have been using the team name, Sue Long Realty Group, for our team since before I joined in 2017. I have spoken to thousands of consumers without any issues or confusion that we have a team inside of a brokerage.

I believe that forcing small businesses to rebrand would create significant financial strain, requiring new signage, websites, marketing materials, and legal filings- which would like cost us \$7-10k. Beyond the financial burden, it would erase years of brand recognition, goodwill, and reputation we have worked hard to build.

I respectfully propose the following alternatives for the rulemaking committee's consideration:

Grandfather in teams and groups with existing names to avoid financial harm.

Allow continued use of "real estate" or "realty" if paired with "team" or "group."

Permit managing principal brokers to register teams/groups under their existing RBN without requiring controlling ownership.

I urge the Agency to focus on solutions that promote consumer clarity while protecting Oregon's small businesses and their livelihoods.

Thank you for considering my feedback.

Respectfully,

Ryan



Ryan Long, Principal Broker - (541) 745-9470 [REDACTED]

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[Oregon Initial Agency Disclosure Pamphlet](#)

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From: [Andon Martin](#)  
To: [HANIFIN Michael B \\* REA](#)  
Cc: [REDACTED]  
Subject: HB3137  
Date: Friday, September 12, 2025 2:25:21 PM  
Attachments: [andonemailsig.png](#)

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to oppose the rule prohibiting licensed Oregon Real Estate Brokers from using the terms “real estate” or “realty” in their business names. While I respect the Agency’s mission to protect consumers, I believe this restriction is unnecessary, burdensome, and inconsistent with the intent of HB3137.

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I urge the Agency to focus on solutions that promote consumer clarity while protecting Oregon’s small businesses and their livelihoods.

Thank you for considering my feedback.

Respectfully,



Licensed Broker in Oregon  
P: 541-223-1298  
E: [REDACTED]  
FB: @homewithandon  
W: homewithandon.com

**IMPORTANT CONSUMER INFORMATION:**

Please go to the following link to obtain information on agency relationships along with the duties and responsibilities of REAL ESTATE LICENSEES in Oregon, please read it carefully and contact me if you have any questions.

[Click Here.](#)

Check out my monthly radically cool adventures around town and life- The Great Andon Adventure-



[Click Here.](#)

Have I earned a favorable review? [Click Here](#) to write a review.

From: [REDACTED] on behalf of [Michael McKillion](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB3137  
Date: Monday, September 15, 2025 12:16:37 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Best,  
Michael



**Instant Home Value | Locate Your Dream Home**

**From:** [Alaina McMillan](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 12:08:10 PM

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You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear OREA,

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I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Alaina McMillan

**From:** [Ashlin McNiece](#)  
**To:** [HANIFIN, Michael B. \\* REA](#)  
**Cc:** [Tammy Sue Kenworthy](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 12:58:58 PM  
**Attachments:** [image.png](#)

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,  
Ashlin McNiece

**ASHLIN MCNIECE**  
LICENSED OREGON REALTOR



971-265-4090 | [REDACTED] | [www.arkrealtygroup.com](http://www.arkrealtygroup.com)  
1915 NE Stucki Ave Ste 250, Hillsboro, OR 97006



**From:** [Chamara Narasimhan](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Kenworthy](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 4:04:56 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

--



From: [Nick Nelson](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB3137  
Date: Thursday, September 11, 2025 1:34:31 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Nick Nelson

Cheers,



Keller Williams Eugene/Springfield

2645 Suzanne Way

Eugene, OR 97408

[Reviews From Past Clients](#)

[Oregon Real Estate Disclosure Pamphlet](#)



**From:** [Samantha Ostrander](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Schuck](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 12:10:05 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Samantha Ostrander

<https://vieweugenerealestate.com/>



[Please Read - OR Real Estate Disclosures](#)



From: [Donald Perez](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB3137  
Date: Thursday, September 11, 2025 9:13:52 PM

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You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

-  
Donald Perez



**From:** [Charisda Pluemit](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 4:19:50 PM  
**Attachments:** [ms00002.png](#)  
[ms00003.png](#)  
[ms00004.png](#)  
[ms00005.png](#)

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

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Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

*Oh, by the way, I'm never too busy for your referrals!*

Chanisda Pluemjit  
Oregon Real Estate Broker, SRES®  
The Property Brokers Group  
Keller Williams Sunset Corridor  
541-423-9245 direct/text



[www.the-pbg.com](http://www.the-pbg.com)



**From:** [Jaret Prokay](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [REDACTED]  
**Subject:** HB3137  
**Date:** Friday, September 12, 2025 9:10:37 AM

---

You don't often get email from [jaret@mckilliongroup.com](mailto:jaret@mckilliongroup.com). [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Jaret Prokay  
Licensed OR & WA Real Estate Broker  
McKillion Real Estate Group  
Cell: 971-270-7752  


Home Value: [McKillion Real Estate Group | Keller Williams Sunset Corridor | PLACE | Home Value](#)

Buying: [McKillion Real Estate Group | Keller Williams Sunset Corridor | PLACE | BUYING](#)



**From:** [Rhonda Riley](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Kenworthy](#)  
**Subject:** HB3137 – Public Comment  
**Date:** Thursday, September 11, 2025 12:18:16 PM

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Hi OREA Team,

Please accept and record this as my public comment regarding rulemaking for HB3137.

While I support the Agency's mission to protect consumers and keep real estate advertising clear and transparent, I strongly oppose the rule that would prohibit licensed Oregon Real Estate Brokers from using the terms "real estate" or "realty" in their business names.

For small businesses like mine, this would be an enormous financial and emotional burden — requiring a full rebrand, new signage, updated websites, new marketing materials, and legal changes. That's tens of thousands of dollars invested just to comply, on top of a challenging market. More importantly, it risks erasing the brand recognition and goodwill I've worked so hard to build with my clients and community.

My business name, **Rhonda Riley Realty**, is not just a name — it's part of my logo, my identity, and how my clients know and trust me. Losing it would mean starting over from scratch and potentially confusing the very clients this rule aims to protect.

I respectfully ask the Agency to consider a solution that allows existing businesses to be **grandfathered in** under their current names. This would protect small business owners from unnecessary harm while still allowing future businesses to follow the new guidelines.

Thank you for taking the time to hear from those of us directly impacted. I appreciate your work and hope you'll consider solutions that balance consumer transparency with the sustainability of Oregon's small real estate businesses.

Respectfully,  
Rhonda Riley



#919-316-9922

[rhondarileyrealty.kw.com](http://rhondarileyrealty.kw.com)

**From:** [Calli Reddington](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Schuck](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 11:02:01 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Best,

Calli Reddington

<https://www.vieweugenerealestate.com/>



Licensed Broker in OR

[Please Read - OR Real Estate Disclosure](#)





From: [Ewa Richey](#)  
To: [HANIFIN Michael B \\* REA](#)  
Cc: [Tammy Sue Kenworthy](#)  
Subject: HB3137  
Date: Friday, September 12, 2025 6:41:38 AM

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You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear OREA,

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- 

"Grandfather in" teams with existing names to protect them from unnecessary financial harm.

- 

Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.

- 

Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling

I truly hope the Agency will focus rulemaking on solutions that both promote consumer interest in the team or group.



transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Ewa Długolecka Richey

Keller Williams Southern Oregon

**From:** [Diana Sampson](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [REDACTED]  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 11:09:55 AM

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You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear OREA,

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I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, new website URLs, updated websites, new email addresses, Google business rankings, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate, especially at a very financially challenging time of the year when sales are low and association dues must be paid. In addition, for many teams across Oregon including ours, it would mean the loss of 14 years of brand recognition, good will and positive reputation developed under their current name.

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- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.
- If changes are to move forward, allow us an additional six months to plan for and makes the required changes.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

**Diana Sampson**

**Licensed Oregon Realtor**

503-868-

5337 [REDACTED]

[www.arkrealtygroup.com](http://www.arkrealtygroup.com)

**From:** [Shantel Schroeder](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [AMCA- Erin Koontz](#)  
**Subject:** HB3137  
**Date:** Friday, September 12, 2025 2:41:01 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

I am writing to oppose the rule prohibiting licensed Oregon Real Estate Brokers from using the terms “real estate” or “realty” in their business names. While I respect the Agency’s mission to protect consumers, I believe this restriction is unnecessary, burdensome, and inconsistent with the intent of HB3137.

Forcing small businesses to rebrand would create significant financial strain, requiring new signage, websites, marketing materials, and legal filings—often costing tens of thousands of dollars. As business owners, it already is costly to do daily business in Oregon. Putting more on weight and strain could cripple many. Beyond the financial burden, it would erase years of brand recognition, goodwill, and reputation that teams and groups have worked hard to build.

I respectfully propose the following alternatives for the rulemaking committee’s consideration:

- Grandfather in teams and groups with existing names to avoid financial harm.
- Allow continued use of “real estate” or “realty” if paired with “team” or “group.”
- Permit managing principal brokers to register teams/groups under their existing RBN without requiring controlling ownership.

I urge the Agency to focus on solutions that promote consumer clarity while protecting Oregon’s small businesses and their livelihoods.

Thank you for your time and consideration.

Respectfully,  
Shantel Schroeder

--

Warm Regards,



Cell 541-974-4268  
Licensed Real Estate Broker in Oregon

[Click Here for Agency Relationship Information](#)



**From:** [Riley Scott](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137  
**Date:** Friday, September 12, 2025 2:39:12 PM

---

You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear OREA,

I am writing as a public comment to formally oppose the proposed law HB3137 requiring real estate teams and solo agents to remove the terms "Real Estate" or "Realty" from their business names.

For many professionals, including our team, these names represent years of branding, recognition, and trust that we have built with our clients and within our communities. Forcing a name change would require costly rebranding, create unnecessary confusion for the public, and diminish the professional reputations that we have worked hard to establish.

Importantly, this proposed restriction does not provide meaningful consumer protection. Buyers and sellers are already well aware that they are working with licensed real estate professionals, as our licenses, brokerages, and advertising disclosures make this clear. Restricting the use of "Real Estate" or "Realty" in team or individual names does nothing to increase transparency — instead, it risks misleading the public even more by stripping away the very words that best describe what we do.

This change would place an undue financial burden on small businesses, disrupt long-standing local recognition, and increase marketing and operational costs at a time when housing affordability and access to professional representation should be our shared focus.

We respectfully urge you to reconsider this proposal and to engage with practicing agents and teams to develop regulations that truly serve the public interest without harming the professionals who provide this essential service.

I respectfully propose the following alternatives for the rulemaking committee's consideration:

- Grandfather in teams and groups with existing names to avoid financial harm.
- Allow continued use of "real estate" or "realty" if paired with "team" or "group."
- Permit managing principal brokers to register teams/groups under their existing RBN without requiring controlling ownership.
- Create a form that every agent must show & have signed with their clients to properly disclose the difference between us as licensed real estate agents and brokerages.

I urge the Agency to focus on solutions that promote consumer clarity while protecting Oregon's small businesses and their lives.

Thank you for your consideration.

Sincerely,

\*\*\*



Check out Billy Scott Real Estate Social Media Sites Below:



*IMPORTANT CONSUMER INFORMATION: Please go to the following link to obtain information on agency relationships along with the duties and responsibilities of REAL ESTATE LICENSEES in Oregon, please read it carefully and contact me if you have any questions.*

**[Oregon Initial Agency Disclosure Pamphlet](#)**

**From:** [Jen Singer](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 2:54:49 PM  
**Attachments:** [2022 Email Signature \(1688 x 422 px\) \(1\).png](#)

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Jen

2022 Email Signature (1688 × 422 px) (1).png



[503.522.2300](tel:503.522.2300)



[www.SoldByJen.net](http://www.SoldByJen.net)



[SoldbyJenInc](http://SoldbyJenInc)



[living\\_inportland](http://living_inportland)



**From:** [Qin Song](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Kenworthy](#)  
**Subject:** HB3137  
**Date:** Friday, September 12, 2025 10:45:39 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

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Respectfully,

Xiangqin, Song

**From:** [Chase Underwood](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 2:08:41 PM

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I understand there are many aspects to the new law, but I am writing specifically about one requirement that is confusing the public and creating significant challenges for real estate professionals — both financially and in terms of consumer clarity.

I am referring to the provision requiring individual real estate teams to remove the words “*real estate*” from their team names. I’ve been told this aims to prevent confusion for the public. However, removing a clear description of what we do from our names seems to have the opposite effect.

In our current advertising and signage, we clearly display that we are affiliated with Keller Williams, leaving no doubt about who we are or what services we provide. If “real estate” is stripped from our team name, it will create ambiguity about our professional role, making consumers wonder who we are and what we do. How else can we clearly communicate our work without stating it directly?

Additionally, like thousands of other teams across the state, we have invested tens of thousands of dollars in signage, marketing materials, email addresses, and websites built around names that were fully compliant until just a few months ago. This sudden change forces brokers to rebrand, redo their marketing, and alter their digital presence — creating unnecessary expense and, ironically, greater confusion for the public.

This law will cost our industry hundreds of thousands of dollars in hard costs, with no apparent benefit to consumers. To my knowledge, no one has ever been confused about what I do or who I represent. Instead, this measure disrupts clarity, imposes unnecessary financial strain, and offers no value to those it claims to protect.

Could you please explain the reasoning behind this requirement? From my perspective, the only clear beneficiaries are vendors who will profit from the rebranding process, while an already struggling profession is further burdened.


I urge you to reconsider or amend this aspect of the law so that real estate professionals can continue to represent their work transparently and without undue hardship or at the very least consider “grandfathering” in existing teams that currently have “Real Estate” in their existing names.

Thank you for your time.


Best,  
**Chase Underwood**  
Oregon & Washington Licensed Real Estate Broker

---



 [503-431-1969](tel:5034311969)

 [1915 NE Stucki Ave, Suite 250, Hillsboro, OR 97006](mailto:1915NEStuckiAveSuite250@vdzhomes.com)

 [vdzhomes.com](http://vdzhomes.com)

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**From:** [Alex Vega](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [REDACTED]  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 1:16:10 PM

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You don't often get email from [REDACTED]. [Learn why this is important](#)

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- If changes are to move forward, allow us an additional six months to plan for and makes the required changes.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully, Alex Vega



**From:** [Deidre Waddell](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Schuck](#)  
**Subject:** HB3137  
**Date:** Thursday, September 11, 2025 10:19:45 AM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

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Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

**Deidre Jovin**  
*Realtor®*

***Independent Member Broker***

*The Mary Gilbert Group / Powered by Place Inc*

*Keller Williams Realty Southern Oregon Umpqua Valley*

*2658 NE Stephens St Roseburg, OR 97470*

Direct : (510) 712-0870 Work: (541) 500-0866



[www.deidrewaddell.com](http://www.deidrewaddell.com)

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**Licensed Real Estate Broker In the State of Oregon No. 201225908**

***SRES®, Seniors Real Estate Specialist***

*Vice-President of DCAR Board of Directors*

*Chair of DCAR PR Committee*

*Secretary of Douglas County Million Dollar Club*

*Million Dollar Club Member*

*Former Member of Keller Williams Realty Agent Leadership Counsel*



IMPORTANT NOTICE: Never trust wiring instructions sent via email. Cyber criminals are hacking email accounts and sending emails with fake wiring instructions. These emails are convincing and sophisticated. Always independently confirm wiring instructions in person or via a telephone call to a trusted and verified phone number. Never wire money without double-checking that the wiring instructions are correct.

[Agency Disclosure Pamphlet](#)



From: [REDACTED]  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB3137  
Date: Sunday, September 14, 2025 10:22:41 AM  
Attachments: [image001.png](#)

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

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I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

**Business Hours Monday-Friday, 9 am to 7 pm, Saturday and Sunday by Appointment**

Oregon law requires us to request that new or potential clients review the following [Agency Disclosure Pamphlet](#) linked here.

"IMPORTANT NOTICE: Never trust wiring instructions sent via email. Cyber criminals are hacking email accounts and sending emails with fake wiring instructions. These emails are convincing and sophisticated. Always independently confirm wiring instructions in person or via a telephone call to a trusted and verified phone number. Never wire money without double-checking that the wiring instructions are correct."

**From:** [Ark Realty Group Admin](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [REDACTED]  
**Subject:** HB3137 Comment  
**Date:** Thursday, September 11, 2025 8:31:30 PM  
**Attachments:** [Image.png](#)

---

You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, new website URLs, updated websites, new email addresses, Google business rankings, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate, especially at a very financially challenging time of the year when sales are low and association dues must be paid. In addition, for many teams across Oregon including ours, it would mean the loss of 14 years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.
- If changes are to move forward, allow us an additional six months to plan for and makes the required changes.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

A rectangular box containing a small blue square with a white question mark, indicating a redacted signature.



**From:** [Denise Cairns](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137 comments  
**Date:** Thursday, September 11, 2025 6:33:08 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Denise Cairns

Keller Williams Portland Central

--





From: [Tammie StClair](#)  
To: [SANDRA HUGHES, "ASA"](#)  
Subject: HB3137 concerns  
Date: Friday, September 10, 2021 12:39:09 PM

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Dear CREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RDN without the requirement that the RDN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,



Tammie StClair

Oregon Real Estate Broker Lic #001218623  
Simply StClair Real Estate of  
Keller Williams Realty, Southern Oregon  
**541.941.3478**  
[www.SimplyStClair.com](http://www.SimplyStClair.com)  
[OR](#) [IL](#) [IN](#)

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Additional info: [REDACTED]

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From: [Bethany Olson](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: HB3137  
Date: Monday, September 15, 2025 1:21:17 PM

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You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to oppose the rule prohibiting licensed Oregon Real Estate Brokers from using the terms "real estate" or "realty" in their business names. While I respect the Agency's mission to protect consumers, I believe this restriction is unnecessary, burdensome, and inconsistent with the intent of HB3137.

Forcing small businesses to rebrand would create significant financial strain, requiring new signage, websites, marketing materials, and legal filings—often costing thousands of dollars. Beyond the financial burden, it would erase years of brand recognition, goodwill, and reputation that teams and groups have worked hard to build. Ultimately my clients hire me because of who I am, not because of the company I work with. In order for them to be able to find me to know me, my marketing and brand recognition is important. Forcing a change would absolutely create an extreme hardship for my small business that I run with my spouse to create a living for my family. We have 3 young kids that will be impacted by this decision because we aren't just a business, we are the providers for our home.

I respectfully propose the following alternatives for the rulemaking committee's consideration:

- Grandfather in teams and groups with existing names to avoid financial harm.
- Allow continued use of "real estate" or "realty" if paired with "team" or "group."
- Permit managing principal brokers to register teams/groups under their existing RBN without requiring controlling ownership.

I urge the Agency to focus on solutions that promote consumer clarity while protecting Oregon's small businesses and their livelihoods.

Thank you for considering my feedback.

--

Respectfully,



Bethany Olson  
Experts Realty Group  
Keller Williams Realty Mid-Willamette  
503-673-6324 (call/text)



**Important Consumer Information**

This link provides information on agency relationships and the duties and responsibilities of real estate licensees in Oregon, please read it carefully. Click here: [Oregon Initial Agency Disclosure Pamphlet](#)  
OR Licensed REALTOR®

From: [Felicia Mondragon](#)  
To: [HANIFIN Michael B \\* REA](#)  
Cc: [Tammy Sue Schuck](#)  
Subject: HB3137 Opposition  
Date: Thursday, September 11, 2025 2:18:20 PM

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is *unnecessary, overly burdensome, and inconsistent* with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name. **Can you name one business that wouldn't suffer from having to rebrand their entire business name that they have so tirelessly funded themselves and built over years?**

My business is largely based on repeat business and clientele. You are harming me and my business by now taking away my client's recognition of my name I have worked so hard to build. From a business card, to email signature, to social media outlets, to marketing signs, banners, holiday marketing material, clothing, fundraising efforts, etc. etc.. **You are literally costing me money that would be put back into non-profit organizations and supporting community efforts because I have to allocate that money to accommodate such a ridiculous change.**

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- 

"Grandfather in" teams with existing names to protect them from unnecessary financial harm and loss of business **(I have my brokerage name Keller Williams**

**listed 4 different ways on my marketing material to not confuse any consumers)**

- Require teams using “real estate” or “realty” to clearly include “team” or “group” alongside their name. **(I have always been Group just like required)**
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Felicia Mondragon | Broker  
Keller Williams

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[www.MyRealtorFelicia.com](http://www.MyRealtorFelicia.com)  
[Google Reviews](#)



**From:** [Polly Cannolo](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137 PUBLIC COMMENT  
**Date:** Thursday, September 11, 2025 10:58:46 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Polly Tichenor



**Polly Tichenor**

Licensed Oregon Principal Broker  
Licensed California Broker  
Reviewing Principal Broker  
Keller Williams Southern Oregon  
Xperience Brokerage Network



[541-851-6994](tel:541-851-6994)  
2237 S. 6th St  
Klamath Falls, OR 97603  
[thexbn.com](http://thexbn.com)



**From:** [Alisha Davis](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [tammysue@kw.com](mailto:tammysue@kw.com)  
**Subject:** HB3137 public comment  
**Date:** Friday, September 12, 2025 6:15:07 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency rulemaking will focus on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Alisha Davis  
Realtor | PSA  
Keller Williams Realty, Eugene & Springfield  
(541) 305-5415

**From:** [Kristin Rader](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [REDACTED] [Kristin Rader](#)  
**Subject:** HB3137- Public Comment  
**Date:** Thursday, September 11, 2025 2:35:55 PM  
**Attachments:** [image001.png](#)

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You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,



Kristin Rader

Principal Broker

Keller Williams Realty Sunset Corridor

503-539-6946





From: [Alexandra Starrett](#)  
To: [HANIFIN Michael B \\* REA](#)  
Cc: [Tammy Sue Kenworthy](#)  
Subject: HB3137 Public Comment  
Date: Friday, September 12, 2025 1:33:20 PM

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing as a Real Estate Broker, member of the Washington County Chamber of Commerce LGBTQ+ Business Advisory Council, and voting member of the PMAR REALTOR® Advocacy Committee to submit my opposition to HB3137 subsection 5 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name. While brand recognition is hard to measure, here are my estimated expenses as a solo team to replace the items I currently have but will no longer be able to use once this rule takes effect. Having transitioned from part-time to full-time less than a year ago, this financial and time burden is crushing.

Item	Financial
Rebranding Consultations & Logo	\$ 2,000.00
Website Domain	\$ 43.70
Signage - Open House, Events, Listings	\$ 420.49
Branded items - Stickers, hats, door hangers, pens, etc.	\$ 1,579.57
Printing - Packets, Postcards, Flyers	\$ 379.99
<b>Total Estimate</b>	<b>\$ 4,423.75</b>

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Legacy in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency rulemaking will focus on solutions that both promote consumer transparency and honor the hard work of small business owners. Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Alexandra Starrett (She/Her) [ABR®](#) & [HFR](#)

Oregon & Washington Real Estate Broker

Starrett Realty Group

414-839-2952



**From:** [Amanda Switzer](#)  
**To:** [HANIFIN Michael B \\* REA](#); [Tammy Sue Schuck](#)  
**Subject:** HB3137 Public Comment  
**Date:** Thursday, September 11, 2025 2:15:45 PM

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You don't often get email from amanda@switzerrealestategroup.com. [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms “real estate” or “realty” in their business names. While I support the Agency’s mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137. I believe it will make real estate agents' marketing less clear to consumers.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate.

In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using “real estate” or “realty” to clearly include “team” or “group” alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Amanda Switzer, 541-520-8441

Please confirm receipt if a document is attached.



To set up a search or get great information right away about the home selling and buying check out our website! <https://switzerrealestategroup.com>

*My greatest compliment is to have earned your referrals or reviews! to leave a review or see what clients are saying visit our [Google](#) or [Facebook](#) pages!*



**From:** [Lori Durling](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Kenworthy](#)  
**Subject:** HB3137 Public Comment  
**Date:** Wednesday, September 17, 2025 9:31:23 AM

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Clarity is necessary, but prohibiting real estate agents from identifying their industry in their name is not the answer.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Lori Durling

Licensed Real Estate Agent since 2016

photo



Lori Durling

REALTOR® Licensed in Oregon, Keller Williams Realty Eugene & Springfield

541.914.8517 • [thedurling.com](http://thedurling.com) • [REDACTED]

[2645 Suzanne Way, Suite 2A, Eugene, OR 97408](#)



**From:** [Sierra Lauder](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [REDACTED]  
**Subject:** HB3137 Public Input  
**Date:** Monday, September 15, 2025 11:25:03 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I appreciate the efforts of the agency to develop policy that creates more transparency for the public. I am proud to be practicing in Oregon where the two form libraries both include the requirement that the managing principal broker and contact info be identified in the contract, and I know my practice is always to point that out to my clients so they understand the relationship.

Assuring the identification of the relationship with the main brokerage in the forms as a solution to transparency, rather than requiring sweeping re-branding at great cost (both in materials and in losing years of brand identity) to the small business owners that are practicing real estate in Oregon would be a win-win.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Sierra Lauder

Keller Williams Sunset Corridor | Cell: 503.354.4400

[REDACTED]  
[www.homewithsierra.com](http://www.homewithsierra.com)

Oregon Brokers License #201231594

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Oregon Real Estate Initial Agency Disclosure



**From:** [Kohl Cutler](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137 Section 13 Concern - Kohl Cutler  
**Date:** Friday, September 12, 2025 12:06:03 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

To whom it may concern,

I want to begin by affirming that HB3137 is a sound and much-needed piece of legislation in many respects. The bill addresses important areas of consumer protection, industry oversight, and professional standards that will serve Oregon well. My comments are not meant to diminish the value of the bill as a whole.

My concern is limited to Section 13, which introduces restrictions on licensed Oregon Real Estate Brokers using the terms "real estate" or "realty" in their business names. While I fully support the Agency's mission to protect consumers and ensure clarity in advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the broader intent of HB3137.

Forcing small businesses to rebrand would require substantial financial outlay—new signage, websites, marketing materials, and legal updates—that could total tens of thousands of dollars. Beyond the financial hit, many teams across Oregon would lose years of brand recognition, good will, and the reputational equity they've built in their communities. In today's challenging market, that is a heavy and arguably avoidable blow.

I respectfully submit the following alternatives for the rulemaking committee's consideration:

- **Grandfather in** existing teams and groups with established names to prevent unnecessary financial harm.
- **Require clarity** by ensuring teams that use "real estate" or "realty" must also include "team" or "group" in their names.
- **Allow registration flexibility** by permitting managing principal brokers to register teams under their current RBN, without requiring the RBN to hold controlling interest in the team.

These adjustments would balance consumer transparency with fairness to small business owners who have acted in good faith under current rules.

Thank you for the opportunity to provide feedback. I hope the Agency's rulemaking will preserve the strengths of HB3137 while refining Section 13 so that it protects consumers without imposing undue harm on all Oregon's real estate professionals.

Respectfully,

Kohl Cutler  
Listened Oregon Realtor  
971-284-5083  
[REDACTED]



**From:** [Sarah Cade](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** HB3137  
**Date:** Friday, September 12, 2025 2:52:42 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

I respectfully oppose the proposed law HB3137 requiring real estate teams and solo agents to remove "Real Estate" or "Realty" from their business names. Beyond the branding and recognition concerns, this change would create a staggering administrative and financial burden that pulls resources away from serving our clients.

If enacted, every team and solo agent impacted would be forced to overhaul websites, MLS profiles, email signatures, business cards, social media accounts, Google Workspace, and all digital platforms where our name appears. On top of that, all branded marketing materials — open house signs, directionals, listing signs, banners, clothing, pens, coffee cups, magnets, notepads, tents, advertising templates, and more — would have to be discarded and re-created. The sheer amount of waste produced would be environmentally harmful, and the costs of replacement would be enormous for small businesses and teams already operating on tight margins.

These changes would demand hundreds of hours of administrative work, financial resources that could otherwise be invested into our clients and communities, and significant disruption to our ability to provide the high-quality service that buyers and sellers deserve.

This proposal does not provide meaningful consumer protection, but it does create financial waste, environmental harm, and unnecessary hardship for small businesses and their employees. We strongly urge you to reconsider this regulation and instead collaborate with industry professionals to identify solutions that protect consumers without punishing the very people working to serve them.

I respectfully propose the following alternatives for the rulemaking committee's consideration:

- Grandfather in teams and groups with existing names to avoid financial harm.
- Allow continued use of "real estate" or "realty" if paired with "team" or "group."
- Permit managing principal brokers to register teams/groups under their existing RBN without requiring controlling ownership.
- Create a form that every agent must show & have signed with their clients to properly disclose the difference between us as licensed real estate agents and brokerages.

Thank you for your consideration towards caring about our businesses and the everyday lives we impact.

Sincerely,



Check out Billy Scott Real Estate Social Media Sites Below:



**From:** [Shanna Ashenfelter](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** House Bill 3137  
**Date:** Thursday, September 11, 2025 11:20:38 AM

---

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Shanna Ashenfelter





**From:** [Kate Salzwedel](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** House Bill 3137  
**Date:** Tuesday, September 9, 2025 1:56:29 PM

---

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This feels like such an unnecessary change. My kids dentist is named "Hollywood Children's Dentistry". With taking out Real Estate, Realty those are clarifying words, not adding more confusion. By taking those words away from teams, it is making it more ambiguous for what the team actually does.

Kate Salzwedel  
OREGON AND WASHINGTON BROKER  
Morgan Davis Homes  
Keller Williams Realty Portland Central  
503.530.0139 cell  
[www.MorganDavisHomes.com](http://www.MorganDavisHomes.com)



**From:** [Dick Nichols](#)  
**To:** [HANIFIN Michael B \\* REA: OREA INFO \\* REA](#)  
**Subject:** House Bill 3137.  
**Date:** Wednesday, September 10, 2025 8:59:08 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Richard A Nichols



**From:** [Allison May](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** I am writing to submit my opposition to HB3137  
**Date:** Thursday, September 11, 2025 2:42:03 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Allison May





**From:** [Kirstan Rogers](#)  
**To:** [HANIFIN Michael B \\* REA](#); [OREA INFO \\* REA](#); [Jeremy Rogers](#); [Rep Hudson](#); [Rep Ruiz](#); [rea.info@rea.oregon.gov](#); [KWRPC Support](#); [REDACTED]  
**Cc:** [Aaron Heard](#); [Shawn Skinner](#); [Molly LeBlanc](#); [Admin - Rog3rs Realty](#); [Mike Schultz](#); [REDACTED]; [KW Facilities](#); [Papasan Properties Realty](#); [Keller Williams](#)  
**Subject:** I Oppose the Rule Prohibiting "Realty" and "Real Estate" in Team Names  
**Date:** Thursday, September 11, 2025 12:31:51 PM

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Dear Oregon Real Estate Agency and to whom all it may concern:

Hi. Good afternoon. My name is Kirstan Rogers, and I am a licensed Real Estate Broker in Oregon and Washington, operating as ROG3RS REALTY INC under Keller Williams Realty Portland Central. I am reaching out to you today to respectfully publicly voice my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names.

I DO support a mission that protects consumers and ensures clarity in real estate advertising. This particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137-B.

Concerns with the rule:

1. Consumer Confusion

I have spent tireless nights, weekends, all hours of the day, years building my brand recognition and earning the trust of the community under "ROG3RS REALTY." Forcing me and teams like mine to completely wipe these terms out from what we have worked so hard to establish will actually *increase* confusion for clients who already know and rely on us.

2. Financial Burden

Teams across Oregon have invested tens of thousands of dollars into signage, websites, marketing materials, and goodwill built under existing names. Mandating a rebrand creates financial hardship for small businesses and independent contractors, especially in what some might consider an already challenging market. I spent a good chunk of change last year alone, paying a tech company to build my website, which must include the brokerage affiliation to be compliant.

3. Redundancy with Existing Safeguards

Consumer protection is already addressed!

- Mandatory brokerage name disclosure in all advertising (see reference above with personal website build)
- Principal Broker oversight of licensees
- Registered Business Name (RBN) rules (this new restriction does not provide additional transparency to the public, but instead penalizes Oregon's small real estate businesses.)

4. Inconsistency with Business Reality

While the Agency does not recognize teams and groups as businesses, the U.S.

Government and Oregon Department of Revenue treat licensed real estate professionals as self-employed business owners. Preventing teams from using “realty” or “real estate” ignores this reality and unfairly diminishes their legitimacy.

#### Suggested Alternatives

Rather than prohibiting words like Realty and Real Estate, I urge the Agency to consider more balanced solutions that both protect consumers and support small businesses:

- Enforce consistent and prominent brokerage disclosure in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.

In closing...

I respectfully ask the Agency to reconsider this rule and instead adopt solutions that balance consumer transparency with the operational realities of Oregon’s real estate teams. I welcome the opportunity to participate in further conversation during this time.

Thank you for your sincere time and consideration.

#### **Kirstan Rogers**

5 Star Real Estate Broker Licensed in OR and WA

ROG3RS REALTY INC

Keller Williams Realty Portland Central



(503) 997-7549 [kw.com](http://kw.com) | [Facebook](#) | [YouTube](#) | [LinkedIn](#) | [ROG3RS REALTY](#)



From: [Martine Avers](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: Include HB3137  
Date: Thursday, September 11, 2025 4:20:09 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

"Grandfather in" teams with existing names to protect them from unnecessary financial harm.

Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.

Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Martine Ayers

Martine Ayers

541-231-5971

The Property Brokers Group

Keller Williams Sunset Corridor



**From:** [Raelynn Saroni Hodges](#)  
**To:** [HANIFIN Michael B](#) \* REA: OREA INFO \* REA: Info Office of Darryl Bodle  
**Date:** Friday, September 12, 2025 12:35:22 PM

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To Whom It May Concern,

I want to begin by affirming that HB3137 is a sound and much-needed piece of legislation in many respects. The bill addresses important areas of consumer protection, industry oversight, and professional standards that will serve Oregon well. My comments are not meant to diminish the value of the bill as a whole.

My concern is limited to Section 13, which introduces restrictions on licensed Oregon Real Estate Brokers using the terms "real estate" or "realty" in their business names. While I fully support the Agency's mission to protect consumers and ensure clarity in advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the broader intent of HB3137.

Forcing small businesses to rebrand would require substantial financial outlay—new signage, websites, marketing materials, and legal updates—that could total tens of thousands of dollars. Beyond the financial hit, many teams across Oregon would lose years of brand recognition, good will, and the reputational equity they've built in their communities. In today's challenging market, that is a heavy and arguably avoidable blow.

I respectfully submit the following alternatives for the rulemaking committee's consideration:

- **Grandfather in** existing teams and groups with established names to prevent unnecessary financial harm.
- **Require clarity** by ensuring teams that use "real estate" or "realty" must also include "team" or "group" in their names.
- **Allow registration flexibility** by permitting managing principal brokers to register teams under their current RBN, without requiring the RBN to hold controlling interest in the team.

These adjustments would balance consumer transparency with fairness to small business owners who have acted in good faith under current rules.

Thank you for the opportunity to provide feedback. I hope the Agency's rulemaking will preserve the strengths of HB3137 while refining Section 13 so that it protects consumers without imposing undue harm on all Oregon's real estate professionals.

Best Regards,

Raelynn Saroni Hodges  
Broker, Realtor — Licensed in Oregon  
Keller Williams Realty Portland Premiere  
Darryl Bodle Real Estate  
Email: [REDACTED]



Cell: (971) 245-9983  
[www.DarrylBodie.com](http://www.DarrylBodie.com)



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**From:** [Jessica Holland](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** New rule  
**Date:** Tuesday, September 9, 2025 12:27:10 PM

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**This rule makes no sense.**

**From:** [Don Offet](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Opposed to HB3137  
**Date:** Thursday, September 11, 2025 10:20:27 AM

---

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Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

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- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.



Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,  
Don Offet

\*\*\*



**From:** [Ashley Riordan - Porch Light Transaction Coordinator](#)  
**To:** [HANIFIN Michael B \\* REA](#); [OREA INFO \\* REA](#)  
**Subject:** Opposition House Bill 3137  
**Date:** Wednesday, September 10, 2025 3:24:20 PM

---

You don't often get email from office@yourporchlight.com. [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms “real estate” or “realty” in Oregon team and group names. While I support the Agency’s mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon’s independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using “real estate” or “realty” to clearly include “team” or “group” alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

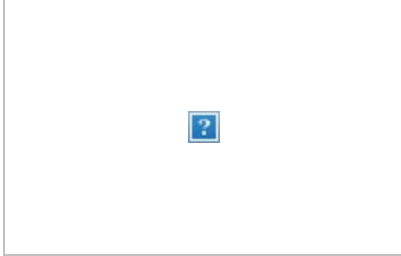
Respectfully,

**Ashley Riordan**

Broker/Licensed in Oregon

**[www.yourporchlight.com](http://www.yourporchlight.com)**

Email: [Office@yourporchlight.com](mailto:Office@yourporchlight.com) | Cell: 971.275.3490



*Team Business Hours: 8am-6pm Weekdays, Weekends + Evenings by appointment.*

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Please review the Oregon Agency Disclosure [here!](#)

From: [Ali Englehardt](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: Opposition to HB3137  
Date: Friday, September 12, 2025 12:25:50 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

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- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

--  




**From:** [Rich Hildreth](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [REDACTED]  
**Subject:** Opposition to HB3137 becoming law  
**Date:** Thursday, September 11, 2025 2:40:43 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

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- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

--

**Rich Hildreth**  
Broker

**Timber and Rose Realty Group**

at **Keller Williams**

503-780-2794

[timberandrose.com](http://timberandrose.com)



From: [Jana Fogg](#)  
To: [HANIFIN Michael B \\* REA: tamysue@kow.com](#)  
Subject: Please Read  
Date: Thursday, September 11, 2025 2:11:29 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

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- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
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- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

--  






**From:** [Michelle Hutton Realtor](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Public Comment for HB 3137  
**Date:** Thursday, September 11, 2025 9:46:35 PM

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Hello Chair and members,

I am writing to respectfully contest the requirement to change my real estate business name due to HB 3137 with the inclusion of the words "*Real Estate*" or "*Realty*."

I currently operate an established business in both Oregon and Arizona. A mandated name change at this time would impose a significant and unnecessary hardship on my business operations in both states. Beyond the disruption to my branding and recognition, the financial burden of rebranding would be extensive and detrimental to my business, especially in the current economic climate.

The rebranding costs alone are substantial and include:

- **Graphic re-design fees**
- **For sale signs** – 20 in Oregon (\$32 each) and 5 in Arizona (\$32 each)
- **Open house signs** – 20 in Oregon (\$110 each) and 8 in Arizona (\$110 each)
- **Directional signs** – 25 at \$15 each
- **Custom door mats** – 20 in Oregon (\$110 each) and 5 in Arizona (\$110 each)
- **Wine glasses** – \$590
- **Keychains** – 125 at \$4.72 each
- **Business cards** – new sets for my Oregon team of 3 and for myself in Arizona
- **Client giveaways** – coffee mugs, notepads, note cards
- **New branded attire**
- **Administrative time** and pay to coordinate redesign and order fulfillment. Need to register a new business name, update corporate credit cards and all the other tasks involved.

These prices reflect pre-tariff estimates. Current costs will likely be higher, making the total financial impact even more significant.

The timing of this change further compounds the difficulty. The Portland housing market has struggled since 2022, with consumer confidence remaining low, particularly on the Westside where I focus on luxury home sales. Intel and Nike layoffs have created additional headwinds. Homes are taking longer to sell, and my listings are remaining on the market longer than in prior years. Absorbing a costly rebrand in this environment could have a major impact on my bottom line.

Given these factors, I respectfully request that you reconsider this decision of HB 3137 and allow my business to retain its established name. The financial, operational, and market impacts of a forced rebrand at this time are disproportionate and would place an undue burden on my business.

Thank you for your time and consideration. I look forward to your response.

Sincerely,

**Michellé Hutton, Principal Broker of Michellé Hutton Real Estate Group**



**Michellé Hutton**

Licensed Broker in Oregon & Arizona

mobile: [503.630.7858](tel:503-630-7858) | email: [REDACTED]

web: [www.michellehuttonrealestate.com](http://www.michellehuttonrealestate.com)

Each office is independently owned and operated.



From: [Hector Mendoza](#)  
To: [HANIFIN Michael B \\* REA](#)  
Cc: [REDACTED]  
Subject: Public Comment on HB 3137 Rulemaking  
Date: Thursday, September 11, 2025 1:24:02 PM

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You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear OREA,

I respectfully submit this as public comment regarding rulemaking for HB 3137.

While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I strongly oppose the portion of HB 3137 that prohibits licensed Oregon Real Estate Brokers and their teams from using the terms "*Realty*" or "*Real Estate*" in their branding.

This restriction, though well-intentioned, creates unintended harm for small businesses like ours. I offer the following points for the committee's consideration:

1. **Financial Burden & Market Disruption**

Forcing teams to completely rebrand would require new signage, websites, business cards, contracts, and legal filings. These changes can cost **tens of thousands of dollars**—a devastating expense for small brokerages and teams already navigating a challenging housing market.

2. **Loss of Goodwill & Consumer Confusion**

Many Oregon teams, including ours, have spent **years building brand recognition, reputation, and trust** under existing names that incorporate "Realty." Forcing sudden rebranding risks confusing the very consumers the law intends to protect, erasing goodwill, and undermining long-standing community relationships.

3. **Inconsistent with Legislative Intent**

HB 3137 was presented as a way to improve consumer transparency. However, eliminating words that have been **industry standards for over a century** does not enhance clarity—it removes familiar, descriptive language that consumers understand. The risk of confusion increases, not decreases.

4. **Balanced Alternatives Exist**

Instead of a blanket prohibition, the committee could adopt rules that:

- "Grandfather in" existing teams and groups with established names.
- Require teams using "Realty" or "Real Estate" to **include "Group" or "Team"** in their branding for clarity.
- Allow Principal Brokers to register teams under their current RBN without forcing rebrand.

Such alternatives would achieve transparency without placing unnecessary financial and reputational harm on small businesses.

**In closing, I urge the Agency to reconsider this element of HB 3137** and pursue solutions that balance consumer protection with fairness for the hardworking brokers and small businesses who serve our Oregon communities.

Thank you for your time and the opportunity to share my feedback.

Respectfully,  
Hector Mendoza

Futura Realty Group



**From:** [Lindsey Gray](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Kenworthy](#)  
**Subject:** Public Comment on HB3137  
**Date:** Friday, September 12, 2025 11:43:40 AM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept this letter as my formal public comment regarding rulemaking for HB3137.

I am writing to express my opposition to the proposed rule that would prohibit licensed Oregon Real Estate Brokers from using the terms "real estate" or "realty" in their business names. While I fully support the Agency's mission to protect consumers and ensure clarity in advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Requiring small businesses to completely rebrand would impose significant financial hardship. Costs for new signage, websites, marketing materials, and legal updates could easily total tens of thousands of dollars - resources that many independent brokers and teams simply cannot afford, especially in today's challenging market. Beyond financial cost, this change would erase years of brand recognition, goodwill, and professional reputation carefully built across Oregon communities.

Oregon law already defines a team or group engaged in real property sales as any business comprised of one or more licensees. With that in mind, I respectfully urge the rulemaking committee to consider the following alternatives:

- **Grandfather existing names** to protect established businesses from unnecessary financial harm.
- **Require clarity in naming** by ensuring any team or group using "real estate" or "realty" also includes "team" or "group" in the name.
- **Allow managing principal brokers** to register teams and groups under their current RBN without requiring the RBN to hold controlling interest in the team or group.

I strongly encourage the Agency to focus its rulemaking efforts on solutions that enhance consumer transparency without penalizing small business owners who have invested deeply in their brand and community presence.

Thank you for the opportunity to share my feedback on this important issue.

Respectfully,

Lindsey Gray




---

[Please Read - OR Real Estate Disclosures](#)

	
---	---

**From:** [Leslie Hilbert](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Schuck](#); [Leslie Hilbert](#)  
**Subject:** Public comment on HB3137  
**Date:** Friday, September 12, 2025 5:47:41 PM

---

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms “real estate” or “realty” in their business names. While I support the Agency’s mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using “real estate” or “realty” to clearly include “team” or “group” alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency rulemaking will focus on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Leslie Hilbert



**Leslie Hilbert**

General Manager-Xperience  
Brokerage Network  
Licensed Principal Broker  
Oregon



[503-407-7606](tel:5034077606)

[503-213-1315](tel:5032131315)

1915 NE Stucki Ave #250  
Hillsboro, OR 97006

[thexbn.com](http://thexbn.com)





**From:** [Taya Mower - Mower Group Realty](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Public comment regarding rulemaking for HB3137  
**Date:** Thursday, September 11, 2025 4:04:20 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

TAYA MOWER, LICENSED REALTOR®

[MOWERGROUP.COM](https://mowergroup.com) | Text 503 855 6155 | Cell 503 481 6252

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**From:** [Amy Logue](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** RE: Comment on Proposed Team Name Restriction  
**Date:** Thursday, September 11, 2025 9:22:15 AM

---

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Hi Michael,

Thanks for the clarification and for sharing the bill language. I understand the legislative mandate and the Agency's position on implementing these changes.

Please keep me informed if there are any updates or further opportunities for input on related rulemaking.



**IMPORTANT NOTICE:** Never trust wiring instructions sent via email. Cyber criminals are hacking email accounts and sending emails with fake wiring instructions. These emails are convincing and sophisticated. Always independently confirm wiring instructions in person or via a telephone call to a trusted and verified phone number. Never wire money without double-checking that the wiring instructions are correct.

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On Thu, Sep 11, 2025 at 9:17 AM HANIFIN Michael B \* REA wrote:

Good morning,

Thank you for providing input on the rulemaking. We have had a fair amount of comment on the rulemaking as it relates to use of the terms "realty" and "real estate". A bill was passed earlier this year by the legislature (HB 3137), that bill actually prohibits use of the terms "realty" or "real estate". With that in mind, we don't have discretion regarding this change, and the primary purpose of this rulemaking is to bring the rules into alignment with recent changes to law. I've pasted in the actual language of the bill below (from section 13 of the bill) as well as a link to the entire bill.

(5) A name of a real estate team may not include the terms "realty" or "real estate" and may not be identical to the registered business name.

Here's a link to the bill:

<https://olis.oregonlegislature.gov/liz/2025R1/Downloads/MeasureDocument/HB3137>

Best,

**Michael Hanifin** | Land Development Division Manager

Legislative Coordinator

Oregon Real Estate Agency

775 Summer Street NE, #330

Salem, OR 97301

Direct 971-719-6319

[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Amy Logue <[REDACTED]>

**Sent:** Thursday, September 11, 2025 8:15 AM

**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>; OREA INFO \* REA <[orea.info@state.or.us](mailto:orea.info@state.or.us)>

**Subject:** Comment on Proposed Team Name Restriction

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully express my opposition to the proposed rule that would prohibit the use of the terms “real estate” or “realty” in team and group names in Oregon.

While I fully support the Agency’s commitment to consumer protection and advertising clarity, I believe this rule is overly restrictive, economically harmful, and misaligned with the intent of House Bill 3137.

### Brand Disruption and Financial Burden

Real estate teams across Oregon have invested significant time and resources into building brand recognition. Forcing existing teams to rebrand would result in:

- Costly changes to signs, websites, marketing, and legal documents
- Loss of brand equity and market presence
- Potential financial hardship for small, independently operated teams—many of which are run by self-employed licensees

### Existing Protections Already in Place



Consumer confusion is already mitigated through:

- Required brokerage name disclosure in advertising
- Oversight by a Managing Principal Broker
- Supervision through firm policies and the Real Estate Agency's existing rules

The proposed ban adds little to no additional consumer protection, yet imposes disproportionate burdens on agents and teams operating within current legal boundaries.

## Misalignment with Business Realities

Although the Agency does not recognize teams as registered business entities, the IRS and Oregon Department of Revenue do classify real estate licensees as self-employed. Teams often operate as small businesses under individual licensees, and are not structured in a way that allows for registration under the managing principal broker's RBN—especially if the MPB does not hold controlling interest in the team.

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## Suggested Alternative Approaches

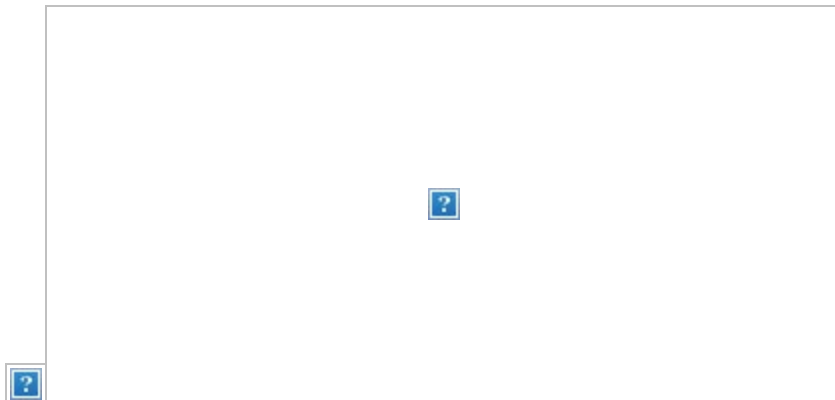
Instead of a full ban, I respectfully recommend:

1. Allowing teams to use “real estate” or “realty” if they also include “team” or “group” in the name
2. Requiring clear brokerage disclosure in all advertising (already required)
3. Grandfathering existing teams to avoid economic hardship
4. Allowing team names under the existing RBN structure without requiring controlling ownership by the MPB

---

I appreciate the opportunity to provide feedback, and I urge the Agency to pursue a more balanced solution—one that supports transparency without unnecessarily disrupting small businesses across the state.

Sincerely,



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Always independently confirm wiring instructions in person or via a telephone call to a trusted and verified phone number. Never wire money without double-checking that the wiring instructions are correct.

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**From:** [Natalie Rocha](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Re: Comments on HB 3137 Proposed Rules — Team Name Restriction  
**Date:** Friday, September 12, 2025 5:10:52 PM

---

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Good Afternoon Michael,

While I wished that the information you shared with me had a different outcome, I do appreciate that you took the time to respond and share the rationale behind this change. Thank you.

Hope you have a wonderful weekend,  
Natalie Rocha

On Fri, Sep 12, 2025 at 2:40 PM HANIFIN Michael B \* REA  
<[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good afternoon,

Thank you for providing input on the rulemaking. We have had a fair amount of comment on the rulemaking as it relates to use of the terms “realty” and “real estate”. An industry bill was passed earlier this year by the legislature (HB 3137) which prohibits use of the terms “realty” or “real estate”. With that in mind, we don’t have discretion regarding this change, and the primary purpose of this rulemaking is to bring the rules into alignment with recent changes to law. New legislation would be required to alter or remove this prohibition. I’ve pasted in the language of the bill below (from section 13 of the bill) as well as a link to the entire bill.

(5) A name of a real estate team may not include the terms “realty” or “real estate” and may not be identical to the registered business name.

Here’s a link to the bill:

<https://olis.oregonlegislature.gov/liz/2025RI/Downloads/MeasureDocument/HB3137>

Respectfully,

**Michael Hanifin** | Land Development Division Manager

Legislative Coordinator

Oregon Real Estate Agency

775 Summer Street NE, #330

Salem, OR 97301

Direct 971-719-6319

[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Natalie Rocha <[REDACTED]>

**Sent:** Friday, September 12, 2025 1:42 PM

**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>; OREA INFO \* REA <[orea.info@state.or.us](mailto:orea.info@state.or.us)>

**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction

You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms “real estate” or “realty” in Oregon team and group names. While I support the Agency’s mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon’s independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:



- Require teams using “real estate” or “realty” to clearly include “team” or “group” alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business. I believe this would go against the very thing it's trying to achieve.

Thank you for the opportunity to provide feedback on this important issue.

I am in agreement with the above statements and would appreciate your consideration of the barriers and confusion this rule change could create.

Sincerely,

Natalie Rocha

**From:** [Zachary King](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Re: Comments on HB 3137 Proposed Rules re: Team Name Restriction  
**Date:** Friday, September 12, 2025 10:53:28 AM

---

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Thanks for your reply Michael,

With that in mind - Where should I be directing my concerns on this matter?

Yours,

Zachary King  
Realtor | Keller Williams & PRG  
Cell: 503-419-7231  
Office: 503-548-4848  
Fax: 503-548-4888  
Hours: 9am - 6pm 7 days a week  
Website: [www.portlandorhomelistsings.com](http://www.portlandorhomelistsings.com)  
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On Fri, Sep 12, 2025 at 10:35 AM HANIFIN Michael B \* REA  
<[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good afternoon,

Thank you for providing input on the rulemaking. We have had a fair amount of comment on the rulemaking as it relates to use of the terms "realty" and "real estate". An industry bill was passed earlier this year by the legislature (HB 3137) which prohibits use of the terms "realty" or "real estate". With that in mind, we don't have discretion regarding this change, and the primary purpose of this rulemaking is to bring the rules into alignment with recent changes to law. New legislation would be required to alter or remove this prohibition. I've pasted in the language of the bill below (from section 13 of the bill) as well as a link to the entire bill.

(5) A name of a real estate team may not include the terms "realty" or "real estate" and may not be identical to the registered business name.

Here's a link to the bill:

<https://olis.oregonlegislature.gov/liz/2025R1/Downloads/MeasureDocument/HB3137>

Respectfully,

**Michael Hanifin** | Land Development Division Manager

Legislative Coordinator

Oregon Real Estate Agency

775 Summer Street NE, #330

Salem, OR 97301

Direct 971-719-6319

[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Zachary King <[REDACTED]>

**Sent:** Thursday, September 11, 2025 9:51 AM

**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>; OREA INFO \* REA <[orea.info@state.or.us](mailto:orea.info@state.or.us)>

**Subject:** Comments on HB 3137 Proposed Rules re: Team Name Restriction

You don't often get email from [liveinportlandoregon@gmail.com](mailto:liveinportlandoregon@gmail.com). [Learn why this is important](#)

I am writing to respectfully oppose the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I fully support the Agency's mission to protect consumers and ensure transparency in real estate advertising, this restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Real estate teams across Oregon have invested years and significant resources into building brand recognition within their communities. Requiring these small businesses to rebrand would impose extraordinary costs for new signage, websites, marketing materials, legal filings, and the loss of goodwill established under existing names. For many teams, these expenses could reach tens of thousands of dollars, creating financial hardship in an already challenging market.

Existing safeguards already protect consumers: brokerage name disclosure rules, Principal Broker oversight, and firm registration requirements all ensure clarity in advertising. Adding this restriction does not enhance consumer protection but instead disproportionately penalizes Oregon's independent contractors and small business owners.

Although the Agency does not formally recognize teams and groups as businesses, the U.S. Government and the Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. Furthermore, requiring a managing Principal Broker to register a team as an affiliated or subsidiary business is not viable, since Principal Brokers and their parent firms do not hold controlling interest in the businesses run by teams and groups.

A more balanced approach would be to:

- 
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- Require that teams using "real estate"
- or "realty" clearly include "team" or "group" in their name.
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- Enforce consistent disclosure of
- brokerage affiliation in all advertising.
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- Provide grandfathering for teams
- with existing names to avoid unnecessary economic harm.
- 
- 
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- 
- Allow managing Principal Brokers
- to register teams and groups under the current RBN without requiring the RBN to



have controlling interest.

- 
- 
- 

I respectfully urge the Agency to reconsider the proposed restriction and instead adopt solutions that uphold consumer transparency while recognizing the realities of operating a small business.

Thank you for the opportunity to provide feedback on this important matter.

Yours,

Yours,

Zachary King

Realtor | Keller Williams & PRG

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Office: 503-548-4848

Fax: 503-548-4888

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[Initial Agency Disclosure Pamphlet](#)

**From:** [Tammy Sue Kenworthy](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Re: confirming my agent's email will be recorded as public comment  
**Date:** Friday, September 12, 2025 10:47:17 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.jpg](#)  
[image006.jpg](#)  
[image007.jpg](#)  
[image008.png](#)  
[image009.png](#)

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Thanks for the quick reply. appreciate you!

On Fri, Sep 12, 2025 at 10:41 AM HANIFIN Michael B \* REA  
<[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Yes, your emails to the agency are part of the public comment record and are retained as part of the rulemaking process.

**Michael Hanifin** | Land Development Division Manager

Legislative Coordinator

Oregon Real Estate Agency

775 Summer Street NE, #330

Salem, OR 97301

Direct 971-719-6319

[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Tammy Sue Kenworthy [REDACTED]  
**Sent:** Friday, September 12, 2025 10:38 AM  
**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Subject:** confirming my agent's email will be recorded as public comment

Michael, **Thanks for the reply.** I have a question: has Larry's email been acknowledged and recorded as a public comment?

On Fri, Sep 12, 2025 at 10:11 AM HANIFIN Michael B \* REA

<[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good morning,

Thank you for providing input on the rulemaking. We have had a fair amount of comment on the rulemaking as it relates to use of the terms “realty” and “real estate”. An industry bill was passed earlier this year by the legislature (HB 3137) which prohibits use of the terms “realty” or “real estate”. With that in mind, we don’t have discretion regarding this change, and the primary purpose of this rulemaking is to bring the rules into alignment with recent changes to law. New legislation would be required to alter or remove this prohibition. I’ve pasted in the language of the bill below (from section 13 of the bill) as well as a link to the entire bill.

(5) A name of a real estate team may not include the terms “realty” or “real estate” and may not be identical to the registered business name.

Here’s a link to the bill:

<https://olis.oregonlegislature.gov/liz/2025R1/Downloads/MeasureDocument/HB3137>

Respectfully,

**Michael Hanifin** | Land Development Division Manager

Legislative Coordinator

Oregon Real Estate Agency

775 Summer Street NE, #330

Salem, OR 97301

Direct 971-719-6319

[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Larry Arnold [REDACTED] >

**Sent:** Thursday, September 11, 2025 12:32 PM

**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>

**Cc:** Tammy Sue Kenworthy <[tammysue@kw.com](mailto:tammysue@kw.com)>

**Subject:** HB3137

You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms “real estate” or “realty” in their business names. While I support the Agency’s mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using “real estate” or “realty” to clearly include “team” or “group” alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Larry Arnold

*Oh, by the way, I'm never too busy for your referrals!*

Larry Arnold

Director of Sales



Oregon and Washington Real Estate Broker

The Property Brokers Group

Keller Williams Sunset Corridor

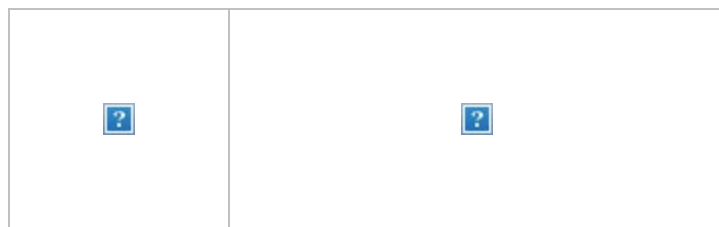
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Have a blessed day,

| TS

--

Have a blessed day,  
TS

**From:** [Nathan Good](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [OREA INFO \\* REA](#)  
**Subject:** Re: HB 3137 Proposed Rules — Team Name Restriction Effects on Paladin Realty Team  
**Date:** Friday, September 12, 2025 11:42:34 AM

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Michael -

I understand what is forcing this. I have already read the House Bill propagating this change. Like many, it is an unfortunate piece of legislation likely done for 'feel good' reasons in response to a likely non-problem raised by some grouping of self-offended parties. I am also preparing my letter to all Oregon legislators regarding the problems this legislation brings about.

I appreciate the Agency is caught in the middle here, forced by law to initiate action. It is not your fault. I fully understand that. But I must urge the Agency to also take all possible action to educate the Legislature with the problems in their law. Only by direct, broad, response can we bring clarity to our elected officials about the difficulties, short-sightedness, and unintended consequences this legislation bears with it. While we as participants, service providers, and consumers ourselves need to raise our voices loudly and well to our elected representatives, the Agency has a unique position with its more direct access and reputation of knowledge and professionalism before the Legislature. The Agency **MUST** act as a voice in this matter.

We have very limited time to have any effect on the Legislature, prior to leaving likely only a class-action lawsuit as the sole means to pause this problem. Such a lawsuit will truly only benefit the lawyers involved, while embroiling the Agency and many real estate professionals and organizations in lost funds and time that we all could put to much better uses.

I implore the Agency to use all means at its disposal to provide insight and educate to the Legislators in this matter.

Thank you very much!

Nathan

**Nathan Good**  
**Licensed Oregon Principal Broker #201225337**  
541-310-7070 [REDACTED]  
Pendleton Property Management LLC  
Website: [pendletonpropertymanagement.org](http://pendletonpropertymanagement.org) Office: (541) 315-7871  
Located in Pendleton, OR

Transaction Coordinator for:  
Dawn Blalack, Oregon Principal Broker  
541-310-9563 [REDACTED]  
Website: [www.DawnBlalack.com](http://www.DawnBlalack.com)  
**Paladin Realty Team, a division of Keller Williams Realty Portland Central**

Located in Pendleton, Oregon.  
*Each office independently owned and operated.*

On Fri, Sep 12, 2025 at 10:24 AM HANIFIN Michael B \* REA  
<[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good morning,

Thank you for providing input on the rulemaking. We have had a fair amount of comment on the rulemaking as it relates to use of the terms “realty” and “real estate”. An industry bill was passed earlier this year by the legislature (HB 3137) which prohibits use of the terms “realty” or “real estate”. With that in mind, we don’t have discretion regarding this change, and the primary purpose of this rulemaking is to bring the rules into alignment with recent changes to law. New legislation would be required to alter or remove this prohibition. I’ve pasted in the language of the bill below (from section 13 of the bill) as well as a link to the entire bill.

(5) A name of a real estate team may not include the terms “realty” or “real estate” and may not be identical to the registered business name.

Here’s a link to the bill:

<https://olis.oregonlegislature.gov/liz/2025R1/Downloads/MeasureDocument/HB3137>

Respectfully,

**Michael Hanifin** | Land Development Division Manager

Legislative Coordinator

Oregon Real Estate Agency

775 Summer Street NE, #330

Salem, OR 97301

Direct 971-719-6319

[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)



---

**From:** Nathan Good [REDACTED]  
**Sent:** Thursday, September 11, 2025 11:38 AM  
**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>; OREA INFO \* REA <[orea.info@state.or.us](mailto:orea.info@state.or.us)>  
**Subject:** HB 3137 Proposed Rules — Team Name Restriction Effects on Paladin Realty Team

You don't often get email from [REDACTED]. [Learn why this is important](#)  
Dear Oregon Real Estate Agency,

I am the transaction coordinator & co-owner for Paladin Realty Team, a division of Keller Williams Realty Portland Central. We are a two-person team (my wife & I) that has operated in rural Eastern Oregon since 2019, when my wife transitioned to KWRPC. We have spent a large amount of our funds on advertising items and matters, including but not limited to, signage, business cards, multiple websites, software materials, business registrations, and mailing supplies, etc. We also have established legal and financial connections as our team name.

The team name changes HB 3137 requires will significantly impact us financially by forcing us to replace materials and items we use throughout our business and its operations. Additionally, we would have to change credit cards, bank accounts, and other financial and legal documents and connections. Less clearly demonstrable is the effect it will have on our excellent reputation (brand recognition, if you will) in the communities of Umatilla, Morrow, and Union Counties. This will almost certainly further exacerbate the financial impact we will suffer. Just the loss of reputation history on Google and other sites will likely impact us greatly.

We were very careful with our team name, signage, and presentation, to completely comply with the then-current legal requirements for teams and the professional expectations of Keller Williams Realty Portland Central, in both form and spirit. We have maintained this clarity in all we have done throughout the almost six full years of our team's existence. To penalize us for our good faith compliance seems unfair and unjust. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137, not just for ourselves, but for numerous businesses throughout Oregon.

Generally, teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand will result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market.

Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon's independent contractors and small business owners. I suspect it may even ADD confusion as team names lose such obvious connection to professional real estate activities.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name with the Agency, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners, and a great many are

licensed businesses through the Oregon Secretary of State. The option for a managing principal to register the team or group as an affiliated or subsidiary business with the Agency cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Nathan Good

(While my license as principal broker is currently under Pendleton Property Management, this is a short-term situation to assist a fellow business owner through a period of loss. I will be returning my license to KWRPC as a licensed principal broker in a few short months. As such, our sole real estate income will again come solely from Paladin Realty Team as a division of KWRPC.)

**Nathan Good**

**Licensed Oregon Principal Broker #201225337**

541-310-7070 [REDACTED]

**Pendleton Property Management LLC**

Website: [pendletonpropertymanagement.org](http://pendletonpropertymanagement.org) Office: (541) 315-7871

Located in Pendleton, Oregon.

Transaction Coordinator for:

**Dawn Blalack, Oregon Principal Broker**

541-310-9563 [REDACTED]

Website: [www.DawnBlalack.com](http://www.DawnBlalack.com)

**Paladin Realty Team, a division of Keller Williams Realty Portland Central**

Located in Pendleton, Oregon.

*Each office independently owned and operated.*

**From:** [HANIFIN Michael B \\* REA](#)  
**To:** [Tami Parks](#)  
**Subject:** RE: HB 3137  
**Date:** Friday, September 12, 2025 11:42:00 AM

---

Good morning Tami,

The only mention of “group” I’m aware of in the new rules just says a team can have “group” in the name. It doesn’t say that you have to be in a team to have that in your email (when you’re not in team), so I don’t see why that would be a problem if allowed under current rule.

Thank you,  
Michael

**Michael Hanifin** | Land Development Division Manager  
Legislative Coordinator  
Oregon Real Estate Agency  
775 Summer Street NE, #330  
Salem, OR 97301  
Direct 971-719-6319  
[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Tami Parks <tami@parksrealtygroup.com>  
**Sent:** Tuesday, September 9, 2025 12:06 PM  
**To:** HANIFIN Michael B \* REA <michael.b.hanifin@rea.oregon.gov>  
**Subject:** HB 3137

You don't often get email from [tami@parksrealtygroup.com](mailto:tami@parksrealtygroup.com). [Learn why this is important](#)

I want to confirm whether or not this applies to email. I am not part of a team, but my email is [REDACTED]

Would I have to change my email?

Thank you,

Tami Parks  
503-317-4220

*My purpose is for you to be so outrageously happy  
with the help I provide that you'll gladly introduce  
me to people you really care about.*

All Professionals Real Estate



License #201010045

**From:** [Emily Harris](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Zeil Vanden Heuvel](#)  
**Subject:** Re: HB 3137: Impact on Real Estate Professionals and Small Businesses  
**Date:** Friday, September 12, 2025 1:23:32 PM

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Thank you, Michael, for your response.

How long will existing realtors have to correct their branding so they are compliant?

Thanks,  
Emily

On Fri, Sep 12, 2025 at 10:25 AM HANIFIN Michael B \* REA  
<[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good morning,

Thank you for providing input on the rulemaking. We have had a fair amount of comment on the rulemaking as it relates to use of the terms “realty” and “real estate”. An industry bill was passed earlier this year by the legislature (HB 3137) which prohibits use of the terms “realty” or “real estate”. With that in mind, we don’t have discretion regarding this change, and the primary purpose of this rulemaking is to bring the rules into alignment with recent changes to law. New legislation would be required to alter or remove this prohibition. I’ve pasted in the language of the bill below (from section 13 of the bill) as well as a link to the entire bill.

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Here’s a link to the bill:

<https://olis.oregonlegislature.gov/liz/2025R1/Downloads/MeasureDocument/HB3137>

Respectfully,

**Michael Hanifin | Land Development Division Manager**

Legislative Coordinator

Oregon Real Estate Agency

775 Summer Street NE, #330

Salem, OR 97301

Direct 971-719-6319

[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Emily Harris [REDACTED] >

**Sent:** Thursday, September 11, 2025 11:11 AM

**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>; Zeil Vanden Heuvel <[REDACTED]>

**Subject:** HB 3137: Impact on Real Estate Professionals and Small Businesses

You don't often get email from [REDACTED]. [Learn why this is important](#)  
Hi Michael,

We are writing to express our serious concerns regarding HB 3137.

Our company, Summit Real Estate Group, co-brands all of its marketing materials with REAL Broker, LLC. The proposed legislation would require us to change our company name and branding to comply with the new regulations. Based on our estimates, this would result in a significant financial and time burden, costing approximately \$2,000 and two weeks of work to update all of the following assets:

- 
- 
- Branding and core branding toolkit
- 
- 
- 
- Website
- 
- 
- 
- Printed materials (business cards, door hangers, etc.)
- 
- 
-

Signage (open house signs, directional signs)

- 

We are deeply concerned about the practical implications of this legislation. We would like to inquire about the following:

- 
- 
- What is the official timeline for compliance after this legislation goes into effect Jan 1, 2026?
- 
- 
- 
- What resources or assistance will be provided to real estate brokers to help with the transition, rebranding,
- and updating of all affected assets?
- 

We urge you to consider the substantial impact this bill would have on small businesses and real estate professionals across the state and to provide clear guidance and support for compliance.

Sincerely,

Emily Harris and Zeil Vanden Heuvel

----- Forwarded message -----

From: PMAR Communications <[communications@pmar.org](mailto:communications@pmar.org)>

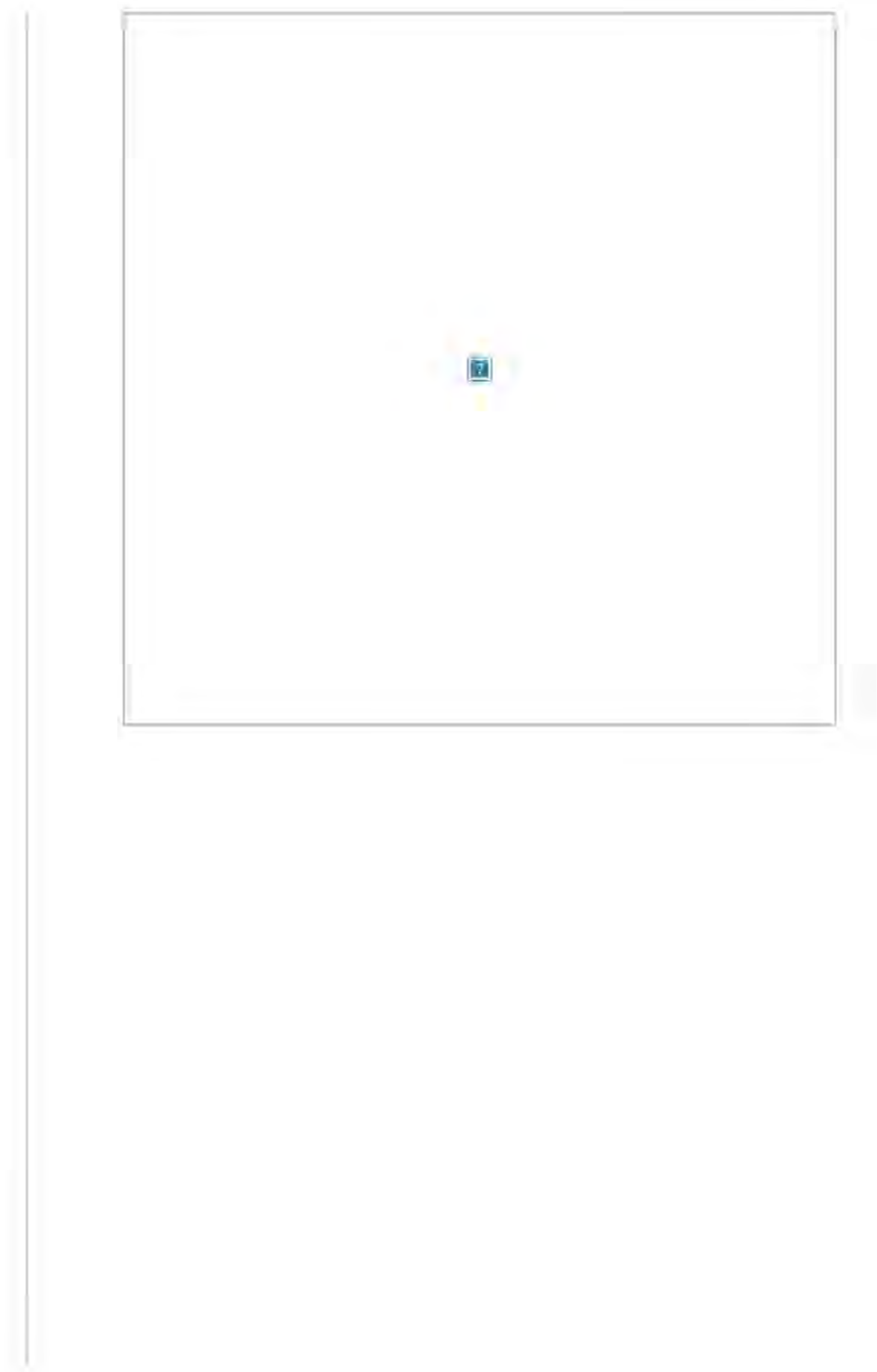
Date: Tue, Sep 9, 2025 at 11:55 AM

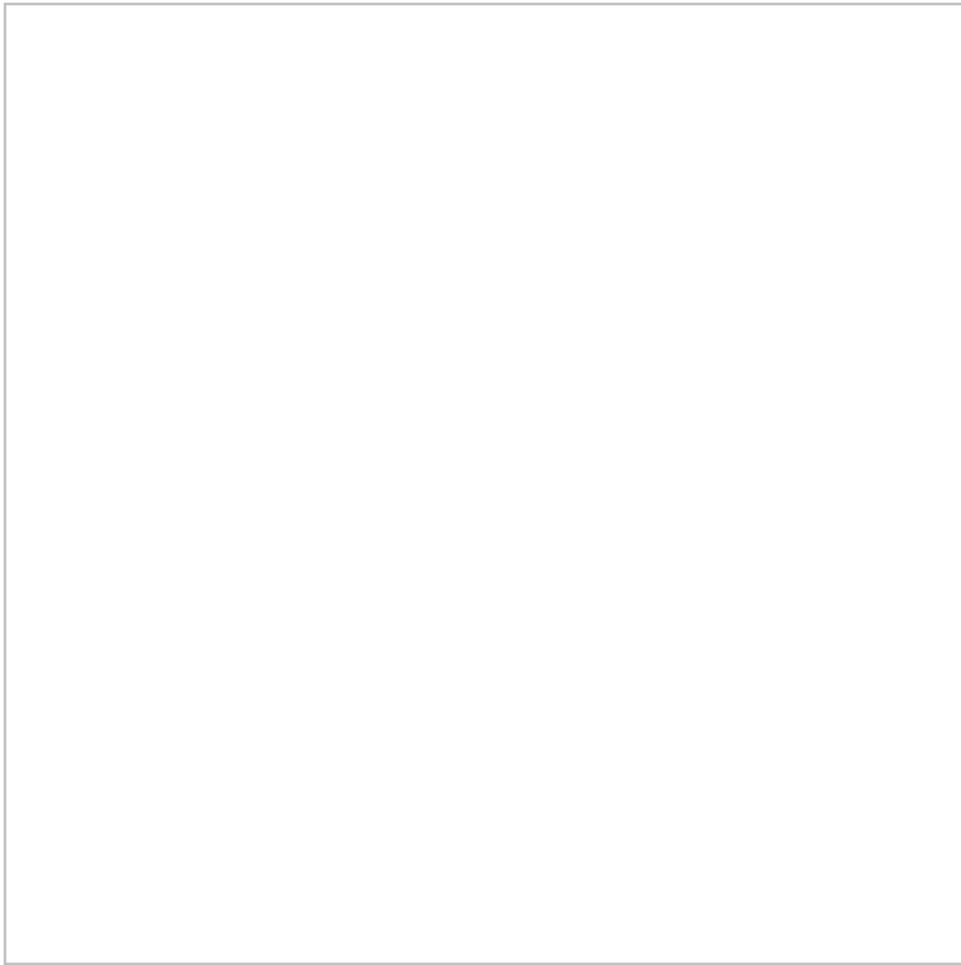
Subject: PMAR - HP 3137: New Team Name Rules & Public Comment Opportunity

To: <[\[REDACTED\]](#)>

[View as a webpage](#)







## Public Comment Opportunity

Members are encouraged to review the details and submit comments before the rules are finalized.

**How to comment:** email [michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) by September 21st, 2025, 5:00 p.m.

**Public Hearing Details (September 15th, 2025, 10-11 a.m.):**

- [Join via Teams](#)
- Phone: 504-446-4951
- Conference ID: 2705017877893
- Passcode: jb3mp3hk
- Phone Conf ID: 495 432 28#

For more background, see OREF's article: [Oregon's New Team Name Rules: What HB 3137 Means for Real Estate Professionals](#)

---



**Portland Metropolitan Association of Realtors®**

150 SW Harrison St, Suite #200, Portland, OR 97201

[www.pmar.org](http://www.pmar.org) | 503-228-6595

This email was sent on behalf of the Portland Metropolitan Association of Realtors®, located at 150 SW Harrison St, #200, Portland, OR 97201. [To unsubscribe click here](#). Please note that unsubscribing will remove you from all communications from PMAR, including membership compliance reminders, eNews, networking event information, educational opportunities and information related to industry changes. If you have questions or comments concerning this email, contact PMAR at [membership@pmar.org](mailto:membership@pmar.org).

--

agentPhoto



**Emily Harris**

Agent License ID: 201256422

 503-673-3991

 Summit Real Estate Group

agentPhoto



## Emily Harris

Agent | License ID: 201256422



503-673-3991



[REDACTED]



Summit Real Estate Group



From: [Tamara Angier](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: Re: HB3137  
Date: Friday, September 12, 2025 10:34:25 AM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

Thank you so much for your response!

Sincerely,

Tamara Angier



On Fri, Sep 12, 2025 at 10:33 AM HANIFIN Michael B \* REA  
<[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good afternoon,

Thank you for providing input on the rulemaking. We have had a fair amount of comment on the rulemaking as it relates to use of the terms “realty” and “real estate”. An industry bill was passed earlier this year by the legislature (HB 3137) which prohibits use of the terms “realty” or “real estate”. With that in mind, we don’t have discretion regarding this change, and the primary purpose of this rulemaking is to bring the rules into alignment with recent changes to law. New legislation would be required to alter or remove this prohibition. I’ve pasted in the language of the bill below (from section 13 of the bill) as well as a link to the entire bill.

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Here's a link to the bill:

<https://olis.oregonlegislature.gov/liz/2025R1/Downloads/MeasureDocument/HB3137>

Respectfully,

**Michael Hanifin** | Land Development Division Manager

Legislative Coordinator

Oregon Real Estate Agency

[775 Summer Street NE, #330](#)

[Salem, OR 97301](#)

Direct 971-719-6319

[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Tamara Angier [REDACTED]  
**Sent:** Thursday, September 11, 2025 10:26 AM  
**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Cc:** Tammy Sue Schuck [REDACTED]  
**Subject:** HB3137

You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing

materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Sincerely,

Tamara Angier



**From:** [Tammy Sue Kenworthy](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Larry Arnold](#)  
**Subject:** Re: HB3137  
**Date:** Friday, September 12, 2025 10:23:48 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.jpg](#)  
[image006.jpg](#)  
[image007.jpg](#)  
[image008.png](#)  
[image009.png](#)

---

Michael, **Thanks for the reply.** I have a question: has Larry's email been acknowledged and recorded as a public comment?

On Fri, Sep 12, 2025 at 10:11 AM HANIFIN Michael B \* REA  
<[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good morning,

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Respectfully,

**Michael Hanifin** | Land Development Division Manager

Legislative Coordinator

Oregon Real Estate Agency

775 Summer Street NE, #330



Salem, OR 97301

Direct 971-719-6319

[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Larry Arnold [REDACTED]  
**Sent:** Thursday, September 11, 2025 12:32 PM  
**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Cc:** Tammy Sue Kenworthy [REDACTED]  
**Subject:** HB3137

You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

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I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,  
Larry Arnold

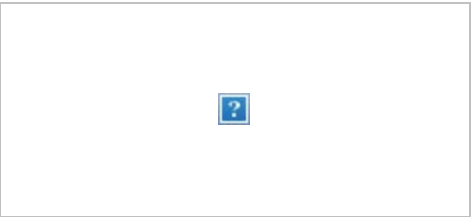
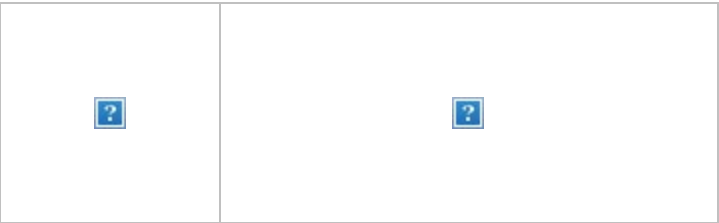
Oh, by the way, I'm never too busy for your referrals!

Larry Arnold  
Director of Sales  
Oregon and Washington Real Estate Broker  
The Property Brokers Group  
Keller Williams Sunset Corridor  
[503-839-6082](tel:503-839-6082) direct/text



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--

Have a blessed day,  
TS

From: [Andon Martin](#)  
To: [HANIFIN Michael B \\* REA](#)  
Cc: [kwamca467@gmail.com](#)  
Subject: Re: HB3137  
Date: Friday, September 12, 2025 2:53:13 PM  
Attachments: [andonmails1q.png](#)

---

so do you have the capacity to actually respond with something more than a copy and past boiler plate message?



Licensed Broker in Oregon  
P: 541-223-1298  
E: [\[REDACTED\]](#)  
FB: @homewithandon  
W: homewithandon.com

**IMPORTANT CONSUMER INFORMATION:**

Please go to the following link to obtain information on agency relationships along with the duties and responsibilities of REAL ESTATE LICENSEES in Oregon, please read it carefully and contact me if you have any questions.

[Click Here](#)

Check out my monthly radically cool adventures around town and life- The Great Andon Adventure-

[Click Here](#)

Have I earned a favorable review? [Click Here](#) to write a review.

On Sep 12, 2025, at 2:51 PM, HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good afternoon Andon,

Thank you for providing input on the rulemaking. We have had a fair amount of comment on the rulemaking as it relates to use of the terms “realty” and “real estate”. An industry bill was passed earlier this year by the legislature (HB 3137) which prohibits use of the terms “realty” or “real estate”. With that in mind, we don’t have discretion regarding this change, and the primary purpose of this rulemaking is to bring the rules into alignment with recent changes to law. New legislation would be required to alter or remove this prohibition. I’ve pasted in the language of the bill below (from section 13 of the bill) as well as a link to the entire bill.

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Here’s a link to the bill: <https://olis.oregonlegislature.gov/liz/2025R1/Downloads/MeasureDocument/HB3137>

Respectfully,

**Michael Hanifin** | Land Development Division Manager  
Legislative Coordinator  
Oregon Real Estate Agency  
775 Summer Street NE, #330  
Salem, OR 97301  
Direct 971-719-6319  
[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Andon Martin [\[REDACTED\]](#)  
**Sent:** Friday, September 12, 2025 2:47 PM  
**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Cc:** [\[REDACTED\]](#)  
**Subject:** Re: HB3137

|| You don’t often get email from [\[REDACTED\]](#) [Learn why this is important](#)

I find it sad that the burden excessive legislation puts on small business owners appears to fall on tone deaf ears.

For the record, this doesn’t directly effect my business name but effects tons of my fellow brokers who will have to deploy thousands of dollars to address this. Could you direct me to any mandates that REA has to serve not only the public but also small business owners?

<image001.png>

Licensed Broker in Oregon  
P: 541-223-1298  
E: [\[REDACTED\]](#)  
FB: @homewithandon  
W: homewithandon.com

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Please go to the following link to obtain information on agency relationships along with the duties and responsibilities of REAL ESTATE LICENSEES in Oregon, please read it carefully and contact me if you have any questions.

[Click Here](#)

Check out my monthly radically cool adventures around town and life- The Great Andon Adventure-

[Click Here](#)

Have I earned a favorable review? [Click Here](#) to write a review.

On Sep 12, 2025, at 2:40 PM, HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good afternoon,

Thank you for providing input on the rulemaking. We have had a fair amount of comment on the rulemaking as it relates to use of the terms “realty” and “real estate”. An industry bill was passed earlier this year by the legislature (HB 3137) which prohibits use of the terms “realty” or “real estate”. With that in mind, we don’t have discretion regarding this change, and the primary purpose of this rulemaking is to bring the rules into alignment with recent changes to law. New legislation would be required to alter or remove this prohibition. I’ve pasted in the language of the bill below (from section 13 of the bill) as well as a link to the entire bill.

(5) A name of a real estate team may not include the terms “realty” or “real estate” and may not be identical to the registered business name.

Here’s a link to the bill: <https://olis.oregonlegislature.gov/liz/2025R1/Downloads/MeasureDocument/HB3137>

Respectfully,



**Michael Hanifin** | Land Development Division Manager  
Legislative Coordinator  
Oregon Real Estate Agency  
775 Summer Street NE, #330  
Salem, OR 97301  
Direct 971-719-6319  
[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Andon Martin <[REDACTED]>  
**Sent:** Friday, September 12, 2025 2:25 PM  
**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Cc:** [REDACTED]  
**Subject:** HB3137

You don't often get email from [REDACTED]. [Learn why this is important](#)  
Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to oppose the rule prohibiting licensed Oregon Real Estate Brokers from using the terms "real estate" or "realty" in their business names. While I respect the Agency's mission to protect consumers, I believe this restriction is unnecessary, burdensome, and inconsistent with the intent of HB3137.

Forcing small businesses to rebrand would create significant financial strain, requiring new signage, websites, marketing materials, and legal filings—often costing tens of thousands of dollars. Beyond the financial burden, it would erase years of brand recognition, goodwill, and reputation that teams and groups have worked hard to build.

I respectfully propose the following alternatives for the rulemaking committee's consideration:

- **Grandfather in** teams and groups with existing names to avoid financial harm.
- Allow continued use of "real estate" or "realty" if paired with "team" or "group."
- Permit managing principal brokers to register teams/groups under their existing RBN without requiring controlling ownership.

I urge the Agency to focus on solutions that promote consumer clarity while protecting Oregon's small businesses and their livelihoods.

Thank you for considering my feedback.

Respectfully,

<image001.png>

Licensed Broker in Oregon  
P: 541-223-1298  
E: [REDACTED]  
FB: @homewithandon  
W: [homewithandon.com](http://homewithandon.com)

**IMPORTANT CONSUMER INFORMATION:**

Please go to the following link to obtain information on agency relationships along with the duties and responsibilities of REAL ESTATE LICENSEES in Oregon, please read it carefully and contact me if you have any questions.  
[Click Here.](#)

Check out my monthly radically cool adventures around town and life- The Great Andon Adventure-  
[Click Here.](#)

Have I earned a favorable review? [Click Here](#) to write a review.

From: [Andon Martin](#)  
To: [HANIFIN Michael B \\* REA](#)  
Cc: [\[REDACTED\]](#)  
Subject: [HB 3137](#)  
Date: Friday, September 12, 2025 2:47:45 PM  
Attachments: [andonm@hudson.org](#)  
[andonm@hudson.org](#)

You don't often get email from [\[REDACTED\]](#). [Learn why this is important](#)

find it sad that the burden excessive legislation puts on small business owners appears to fall on tone deaf ears.

For the record, this doesn't directly affect my business name but affects tons of my fellow brokers who will have to deploy thousands of dollars to address this. Could you direct me to any mandates that REA has to serve not only the public but also small business owners?

[\[REDACTED\]](#)

Licensed Broker in Oregon  
P: 541-223-1298  
E: [andonm@hudson.org](mailto:andonm@hudson.org)  
FBI: [gjhudson@hudson.org](mailto:gjhudson@hudson.org)  
W: [hudsonhudson.com](http://hudsonhudson.com)

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Have I earned a favorable review? [Click Here](#) to write a review.

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Good afternoon,

Thank you for providing input on the rulemaking. We have had a fair amount of comment on the rulemaking as it relates to use of the terms "realty" and "real estate". An industry bill was passed earlier this year by the legislature (HB 3137) which prohibits use of the terms "realty" or "real estate". With that in mind, we don't have discretion regarding this change, and the primary purpose of this rulemaking is to bring the rules into alignment with recent changes to law. New legislation would be required to alter or remove this prohibition. I've pasted in the language of the bill below (from section 13 of the bill) as well as a link to the entire bill.

(5) A name of a real estate team may not include the terms "realty" or "real estate" and may not be identical to the registered business name.

Here's a link to the bill: <https://ola.oregonlegislature.gov/bills/2025/61/Downloads/MeasureDocuments/163137>

Respectfully,

Michael Hanfin | Land Development Division Manager  
Legislative Coordinator  
Oregon Real Estate Agency  
775 Summer Street NE, #330  
Salem, OR 97301  
Direct 971-719-6319  
[michael.b.hanfin@rea.oregon.gov](mailto:michael.b.hanfin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

From: Andon Martin <[andonm@hudson.org](mailto:andonm@hudson.org)>  
Sent: Friday, September 12, 2025 2:25 PM  
To: HANIFIN Michael B \* REA <[michael.b.hanfin@rea.oregon.gov](mailto:michael.b.hanfin@rea.oregon.gov)>  
Cc: [\[REDACTED\]](#)  
Subject: HB3137

You don't often get email from [\[REDACTED\]](#). [Learn why this is important](#)

Dear ORRA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to oppose the rule prohibiting Licensed Oregon Real Estate Brokers from using the terms "real estate" or "realty" in their business names. While I respect the Agency's mission to protect consumers, I believe this restriction is unnecessary, burdensome, and inconsistent with the intent of HB3137.

Forcing small businesses to rebrand would create significant financial stress, requiring new signage, websites, marketing materials, and legal filings—often costing tens of thousands of dollars. Beyond the financial burden, it would erase years of brand recognition, goodwill, and reputation that teams and groups have worked hard to build.

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- **Allow continued use** of "real estate" or "realty" if paired with "team" or "group."
- **Permit managing principal brokers** to register team/groups under their existing ERS without requiring controlling ownership.

I urge the Agency to focus on solutions that promote consumer clarity while protecting Oregon's small businesses and their livelihoods.

Thank you for considering my feedback.

Respectfully,

[\[REDACTED\]](#)

Licensed Broker in Oregon  
P: 541-223-1298  
E: [andonm@hudson.org](mailto:andonm@hudson.org)  
FBI: [gjhudson@hudson.org](mailto:gjhudson@hudson.org)  
W: [hudsonhudson.com](http://hudsonhudson.com)

**IMPORTANT CONSUMER INFORMATION:**

Please go to the following link to obtain information on agency relationships along with the duties and responsibilities of REAL ESTATE LICENSEES in Oregon, please read it carefully and contact me if you have any questions.

[Click Here](#)

Check out my monthly radically cool adventures around town and life- The Great Andon Adventure-

[Click Here](#)

Have I earned a favorable review? [Click Here](#) to write a review.

**From:** [Tammy Sue Kenworthy](#)  
**To:** [Rhonda Riley](#)  
**Cc:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Re: HB3137 – Public Comment  
**Date:** Thursday, September 11, 2025 12:38:11 PM

---

Very well said. **Thank you !!**

On Thu, Sep 11, 2025 at 12:18 PM Rhonda Riley <[REDACTED]> wrote:

Hi OREA Team,

Please accept and record this as my public comment regarding rulemaking for HB3137.

While I support the Agency's mission to protect consumers and keep real estate advertising clear and transparent, I strongly oppose the rule that would prohibit licensed Oregon Real Estate Brokers from using the terms "real estate" or "realty" in their business names.

For small businesses like mine, this would be an enormous financial and emotional burden — requiring a full rebrand, new signage, updated websites, new marketing materials, and legal changes. That's tens of thousands of dollars invested just to comply, on top of a challenging market. More importantly, it risks erasing the brand recognition and goodwill I've worked so hard to build with my clients and community.

My business name, **Rhonda Riley Realty**, is not just a name — it's part of my logo, my identity, and how my clients know and trust me. Losing it would mean starting over from scratch and potentially confusing the very clients this rule aims to protect.

I respectfully ask the Agency to consider a solution that allows existing businesses to be **grandfathered in** under their current names. This would protect small business owners from unnecessary harm while still allowing future businesses to follow the new guidelines.

Thank you for taking the time to hear from those of us directly impacted. I appreciate your work and hope you'll consider solutions that balance consumer transparency with the sustainability of Oregon's small real estate businesses.

Respectfully,  
Rhonda Riley



#919-316-9922

[rhondarileyrealty.kw.com](http://rhondarileyrealty.kw.com)

--

Have a blessed day,  
TS

**From:** [Santosh Ramesh](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Schuck](#)  
**Subject:** Re: HB3137 & Impact on Small Real-Estate Brands  
**Date:** Friday, September 12, 2025 5:27:31 PM

---

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**Dear OREA,**

I am submitting this letter as public comment on the rulemaking process related to HB3137.

I am in strong opposition to HB3137's restriction that would prevent Oregon Real Estate Brokers from using the words "*real estate*" or "*realty*" in their business names. While I recognize and value the Agency's role in safeguarding consumers and maintaining clarity in advertising, I do not believe this particular rule advances those goals. Instead, it imposes an unnecessary and disproportionate burden on brokers and teams across the state.

For many small businesses, rebranding would be more than a minor adjustment. It would involve replacing signage, redesigning websites, reprinting marketing materials, and amending legal documents—costs that could easily run into tens of thousands of dollars. Beyond expenses, businesses would also lose years of recognition and goodwill tied to their existing names, undermining the reputations they have carefully built.

Because Oregon considers any business with one or more licensees to be a "team" or "group," I encourage the committee to look at alternatives that protect both consumers and business owners:

- Exempt existing teams with established names so they are not forced into costly rebranding, via a grandfathering-in clause.
- Require teams using "*real estate*" or "*realty*" to add a clarifying term such as "*team*" or "*group*."
- Permit principal brokers to register teams under their current RBN without requiring ownership control of the team.

I urge the Agency to adopt rules that strengthen transparency while also respecting the significant investment that small businesses have made in their brands.

Thank you for considering this perspective during the rulemaking process.

Warm Regards,

**Santosh Ramesh**  
Oregon Real-Estate Broker





**From:** [TRACY Mesheal L \\* REA](#)  
**To:** [Tammy Sue Kenworthy](#)  
**Cc:** [HANIFIN Michael B \\* REA](#)  
**Subject:** RE: HB3137 rulemaking site notes the public comment period is to begin next year  
**Date:** Wednesday, September 10, 2025 6:08:52 PM  
**Attachments:** [-WRD0000.jpg](#)  
[image001.png](#)

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Apologies for the error; this has been fixed.

Sincerely,

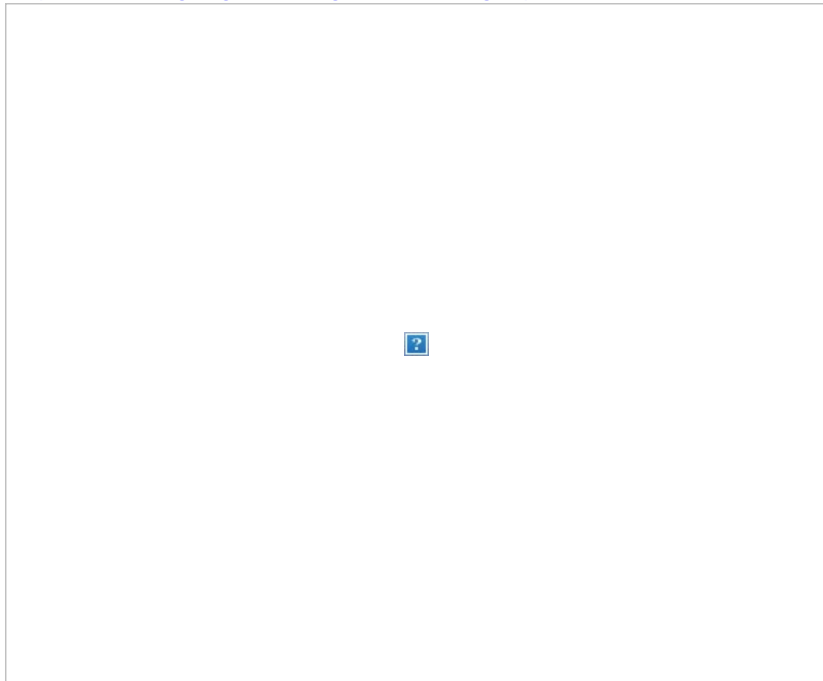
**Mesheal L. Tracy** | Communications, Policy, and DEI Director  
Oregon Real Estate Agency  
775 Summer St. NE, Suite 330, Salem OR 97301  
(971) 719-3544 (text ok)  
[mesheal.l.tracy@rea.oregon.gov](mailto:mesheal.l.tracy@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)  
Pronouns: she, her, hers

---

**From:** Tammy Sue Kenworthy [REDACTED]  
**Sent:** Wednesday, September 10, 2025 5:30 PM  
**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Cc:** OREA INFO \* REA <[OREA.INFO@rea.oregon.gov](mailto:OREA.INFO@rea.oregon.gov)>; HELP LEG <[HELP.LEG@oregonlegislature.gov](mailto:HELP.LEG@oregonlegislature.gov)>; Rep Harbick <[Rep.DarinHarbick@oregonlegislature.gov](mailto:Rep.DarinHarbick@oregonlegislature.gov)>; Rep Breese-Iverson <[Rep.VikkiBreeselversen@oregonlegislature.gov](mailto:Rep.VikkiBreeselversen@oregonlegislature.gov)>; Jenny Pakula <[JPakula@oregonrealtors.org](mailto:JPakula@oregonrealtors.org)>; TRACY Mesheal L \* REA <[Mesheal.L.Tracy@rea.oregon.gov](mailto:Mesheal.L.Tracy@rea.oregon.gov)>; Leslie Hilbert [REDACTED]; Sen Pham <[Sen.KhanhPham@oregonlegislature.gov](mailto:Sen.KhanhPham@oregonlegislature.gov)>; LaTasha Beal <[REDACTED]>; [REDACTED]; Kelly Ranstad <[REDACTED]>; Legal <[legal@oregonrealtors.org](mailto:legal@oregonrealtors.org)>  
**Subject:** HB3137 rulemaking site notes the public comment period is to begin next year

You don't often get email from [tammysue@kw.com](mailto:tammysue@kw.com). [Learn why this is important](#)

Michael, the rulemaking site notes the public comment period is to begin next year. Sept. 1, 2026  
<https://www.oregon.gov/rea/Pages/Rulemaking.aspx>



On Fri, Aug 22, 2025 at 11:18 AM HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good morning,

I thought your earlier question was directed to comment on the bill so that's why I was went in that direction in my response. Regarding the rulemaking, you certainly will be able to comment and testify. I think the disconnect is that the current information on the website is part of our new anticipated rulemaking calendar. (Starting this year all agencies must create and maintain an anticipated rulemaking calendar for the year.) The rulemaking in response to HB 3137 has not been formally filed yet so it only exists in the anticipated calendar, without specifics on submitting comment. When the Notice of Rulemaking is filed, the webpage will be updated with information on the timeline and on how to submit comment and details on how to attend the hearing.

To avoid confusion about the comment period prior to the rulemaking being filed we've updated the anticipated rulemaking calendar to reflect that the public comment period is anticipated to begin September 1<sup>st</sup>. We do also publish the Notice of Rulemaking on the webpage after it's filed, which contains information on methods of comment and timeframe to do so as well as hearing details.

Thank you,

Michael

**Michael Hanifin** | Land Development Division Manager  
Legislative Coordinator  
Oregon Real Estate Agency  
775 Summer Street NE, #330  
Salem, OR 97301  
Direct 971-719-6319  
[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Tammy Sue Kenworthy [REDACTED]  
**Sent:** Friday, August 22, 2025 9:46 AM  
**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Cc:** OREA INFO \* REA <[orea.info@rea.oregon.gov](mailto:orea.info@rea.oregon.gov)>; HELP LEG <[HELP.LEG@oregonlegislature.gov](mailto:HELP.LEG@oregonlegislature.gov)>; Rep Harbick <[Rep.DarinHarbick@oregonlegislature.gov](mailto:Rep.DarinHarbick@oregonlegislature.gov)>; Rep Breese-Iverson <[Rep.VikkiBreeselverson@oregonlegislature.gov](mailto:Rep.VikkiBreeselverson@oregonlegislature.gov)>; Jenny Pakula <[JPakula@oregonrealtors.org](mailto:JPakula@oregonrealtors.org)>; TRACY Mesheal L \* REA <[orea.communications@rea.oregon.gov](mailto:orea.communications@rea.oregon.gov)>; Leslie Hilbert [REDACTED]; Sen Pham <[Sen.KhanhPham@oregonlegislature.gov](mailto:Sen.KhanhPham@oregonlegislature.gov)>; LaTasha Beal <[REDACTED]>; [REDACTED]  
**Subject:** Re:

You don't often get email from [REDACTED]. [Learn why this is important](#)  
Thanks Michael

OREA provided me with this link, which shows a hearing on Sept. 15th and public comment open until Sept. 19. <https://www.oregon.gov/rea/Pages/Rulemaking.aspx>  
Can I attend that hearing, and how can I make a public comment in regards to the rulemaking?

I am not looking to testify on the bill. I understand it is signed into law, and the status is enrolled. I know I missed that time period; however, I have agents who are asking me to comment on the next steps in the rulemaking.

This is very frustrating that a published hearing date and public comment period are noted in Sept, but the public can't get info. I have tried many avenues to gather this information. I have been unsuccessful in getting the information from: OREA staff, from 2 of your board members, from OLIS, from Oregon REALTORS® staff, Senator Pham, from my State Representative, from the chief sponsor of the bill, from the chair of the work committee, and from a member of the rulemaking committee. OREA Licensing Manager Nenah Darville sent me right back to <https://www.oregon.gov/rea/Pages/Rulemaking.aspx>, which does not tell me when or how I can make a comment.

It is your agency that has noted this comment deadline. Please, I ask with respect and gratitude for your time, share information with me.

Would you agree that if you publish that there is a public comment deadline on your rulemaking site, when requested, the public should be given a method/instructions in which to comment?

I have never had such a difficult time with OREA to get information. I am extremely disappointed.

Thank you.

On Fri, Aug 22, 2025 at 9:07 AM HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good morning,

Unfortunately there is no way to provide comment now for HB 3137. It was voted into law, so the comment period is over. In case you want to provide comment on future bills, your opportunity to provide comment is the public hearings that each chamber holds on the bills. The public can submit written testimony or testify (or both) at either or both of the hearings.

It can be challenging to keep up with the bills during the session, but the majority of the bills arrive right when the session starts, and you can use a keyword search to look for bills that you might be interested in.

You might also look at the board reports that the agency makes to the REA Board bi-monthly, as we do flag bills that impact the agency in those reports. In this instance, we brought up HB 3137. Our reports aren't designed to give notice to the public before the first hearing, so it's marginally useful, but in long sessions (odd years) it might give you enough warning to testify at the 2<sup>nd</sup> hearing (possibly the first, it just depends on timing of the board meetings). The board reports are available on our website.

Best,

**Michael Hanifin** | Land Development Division Manager  
Legislative Coordinator  
Oregon Real Estate Agency  
775 Summer Street NE, #330  
Salem, OR 97301  
Direct 971-719-6319  
[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Tammy Sue Kenworthy [REDACTED]  
**Sent:** Thursday, August 21, 2025 9:58 AM  
**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Subject:**

You don't often get email from [REDACTED] [Learn why this is important](#)

Hello! I would like to submit a public comment on HB 3137. How do I do so?

I reached out to my legislator, Rep. Darin Harbick, I reached out to the bill sponsor, Representative Vikki Breese Iverson, but have not heard back. I reached out to OREA, but they did not give me the steps. The State OLIS site only gives the ability to submit testimony and period for that is ended. [HB 3137 Enrolled](#)

OREA provided me with this link, which shows public comment open until Sept.

19. <https://www.oregon.gov/rea/Pages/Rulemaking.aspx>

--

Image removed by sender.



--  
Have a blessed day,  
TS

--  
Have a blessed day,  
TS



**From:** [HANIFIN Michael B \\* REA](#)  
**To:** [REDACTED]  
**Subject:** RE: House Bill 3137  
**Date:** Friday, September 12, 2025 2:50:00 PM  
**Attachments:** [image001.jpg](#)

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I think I understand the question- based on our current statute

There is a distinction between registering a business for the purposes of managing your business and advertising professional real estate activity.

If focusing on and “LLC” >

While a broker (or a PB working under a managing PB) may register a business name with Oregon Secretary of State (SOS) ORS 696.290(4) for the purpose of managing their business (e.g. receiving commission payments, reporting expenses), they may not be able to use it to advertise/conduct professional real estate activity under (XYZ -LLC). If a licensee chooses to continue to have a business name registered with SOS for their personal business purposes as allowed under ORS 696.290 (4), that is up to the individual.

Hopefully that answers your question. If you're question was about something specific to HB 3137, I'll need a more specific question that will allow me to know where in the bill to focus an answer.

Sincerely,

Michael Hanifin | Land Development Division Manager  
Legislative Coordinator  
Oregon Real Estate Agency  
775 Summer Street NE, #330  
Salem, OR 97301  
Direct 971-719-6319  
[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Sam Sahba <[REDACTED]>  
**Sent:** Friday, September 12, 2025 11:27 AM  
**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Subject:** Re: House Bill 3137

You don't often get email from [REDACTED]. [Learn why this is important](#)

about house bill 3137



---

**From:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Sent:** Friday, September 12, 2025 11:25 AM  
**To:** Sam Sahba [REDACTED]  
**Subject:** RE: House Bill 3137

Good morning Sam,

Can you tell me which rule you're asking about?

Thank you,  
Michael

**Michael Hanifin** | Land Development Division Manager  
Legislative Coordinator  
Oregon Real Estate Agency  
775 Summer Street NE, #330  
Salem, OR 97301  
Direct 971-719-6319  
[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

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**From:** Sam Sahba <[REDACTED]>  
**Sent:** Tuesday, September 9, 2025 1:13 PM  
**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Subject:** House Bill 3137

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Hi

Per this new rule can I have my real estate LLC ? I used to have my own firm

and few months ago joined MORE realty, can I still keep my LLC ?

Thanks



**From:** [HANIFIN Michael B \\* REA](#)  
**To:** [Sam Sahba](#)  
**Subject:** RE: House Bill 3137  
**Date:** Friday, September 12, 2025 11:25:00 AM  
**Attachments:** [image001.jpg](#)

---

Good morning Sam,

Can you tell me which rule you're asking about?

Thank you,  
Michael

**Michael Hanifin** | Land Development Division Manager  
Legislative Coordinator  
Oregon Real Estate Agency  
775 Summer Street NE, #330  
Salem, OR 97301  
Direct 971-719-6319  
[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

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**From:** Sam Sahba [REDACTED]  
**Sent:** Tuesday, September 9, 2025 1:13 PM  
**To:** HANIFIN Michael B \* REA <michael.b.hanifin@rea.oregon.gov>  
**Subject:** House Bill 3137

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Hi

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Thanks





**From:** [HANIFIN Michael B \\* REA](#)  
**To:** [REDACTED]  
**Subject:** RE: House Bill 3137  
**Date:** Friday, September 12, 2025 2:46:00 PM  
**Attachments:** [image001.jpg](#)

---

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If focusing on and "LLC" >

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Hopefully that answers your question. If your question relates in some specific way to HB 3137, you will have to tell me more specifically what you'd like to know.

Sincerely,

**Michael Hanifin** | Land Development Division Manager  
Legislative Coordinator  
Oregon Real Estate Agency  
775 Summer Street NE, #330  
Salem, OR 97301  
Direct 971-719-6319  
[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Sam Sahba [REDACTED]  
**Sent:** Friday, September 12, 2025 11:27 AM  
**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Subject:** Re: House Bill 3137

You don't often get email from [REDACTED]. [Learn why this is important](#)

about house bill 3137



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**From:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Sent:** Friday, September 12, 2025 11:25 AM  
**To:** Sam Sahba [REDACTED]  
**Subject:** RE: House Bill 3137

Good morning Sam,

Can you tell me which rule you're asking about?

Thank you,  
Michael

**Michael Hanifin** | Land Development Division Manager  
Legislative Coordinator  
Oregon Real Estate Agency  
775 Summer Street NE, #330  
Salem, OR 97301  
Direct 971-719-6319  
[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Sam Sahba [REDACTED]  
**Sent:** Tuesday, September 9, 2025 1:13 PM  
**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Subject:** House Bill 3137

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Hi

Per this new rule can I have my real estate LLC ? I used to have my own firm and few months ago joined MORE realty, can I still keep my LLC ?

Thanks



**From:** [Kirsten Rogers](#)  
**To:** [Rep Ruiz](#); [rea.info@rea.oregon.gov](mailto:rea.info@rea.oregon.gov); [Rep Hudson](#); [HANIFIN Michael B \\* REA](#); [OREA INFO \\* REA](#); [Mike Schultze](#); [Jeremy Rogers](#)  
**Cc:** [KWRC Support](#); [leadership@kwrcr.com](mailto:leadership@kwrcr.com); [Aaron Heard](#); [Shawn Skinner](#); [Molly Lefflang](#); [Admin - Rogers Realty](#); [REDACTED]; [KW Facilities](#); [Pasadan Properties Realty](#); [Keller Williams](#); [Lainee Wilson](#); [REDACTED]; [Rep Drazan](#)  
**Subject:** Re: I Oppose the Rule Prohibiting "Realty" and "Real Estate" in Team Names  
**Date:** Friday, September 12, 2025 11:58:41 AM

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Michael and Rulemaking Committee,

You are welcome. Thank you for your reply. I appreciate the opportunity to provide feedback on the proposed rule that would prohibit the use of the terms "real estate" or "realty" in team and group names in Oregon. I would hope that the committee has had a fair amount of comment on the rulemaking. I understand the bill was signed in June, and still, this does not negate that I, along with several others, am opposed to the rule. Suppose we need to submit new legislation to alter or remove this specific term prohibition. In this case, I believe the house meets again in February of 2026, which occurs at least one month AFTER the bill is slated to go into effect. (Thank you for pasting a link to the entire bill.)

Yes, I support the mission to protect consumers and maintain transparency in advertising. However, I respectfully oppose this specific restriction, as I believe it places an unnecessary burden on licensees—particularly small teams operating as independent contractors—and does not significantly improve consumer protection. Example of other industries this could affect if we don't stand up for ourselves now: Suzy's dog walking can no longer use the terms "dog" or "walking", Briar Creek Apartments can no longer use the term "apartments", I mean, where does it end?

**Under Oregon Revised Statute ORS 696.385, the Real Estate Agency has the authority to propose, amend, or repeal rules affecting licensees, as needed to administer state law.** When proposing rules, the Agency must submit them to the Real Estate Board for review and publish them for public comment. How is it that every single person who share this house bill has never heard of it? Where was the conversation BEFORE it was presented to the house? This public comment process is critical. Industry professionals should be able to share their perspectives before a rule is finalized.

Real estate teams invest a significant amount of time, energy, and financial resources into building brand recognition in their markets. These costs could easily reach tens of thousands of dollars per team, disproportionately affecting smaller teams and newer business owners—many of whom are operating in good faith and full compliance with current advertising rules. A mandated name change would require:

- Rebranding of signs, websites, business cards, and digital assets
- Legal updates across contracts and domains
- Reestablishing name recognition and online presence
- Loss of goodwill that has taken years to build



Consumer confusion is already addressed through:

- Mandatory brokerage name disclosure in all advertising
- Oversight by a Managing Principal Broker
- Enforcement of advertising and representation standards

The tools bullet pointed above are effective at protecting consumers without the need for a ban on the use of common industry terms like “real estate” or “realty.”

While the Agency does not recognize teams and groups as standalone businesses, both the IRS and the Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. Teams often operate as collaborative partnerships within this framework.

Because the Managing Principal Broker often does not have controlling interest in the team's operation, teams cannot simply be registered under the brokerage's RBN without compromising their independence.

Rather than a total ban, I encourage the Agency to adopt a more balanced approach.

1. Enforce consistent brokerage name disclosure in all marketing.
2. Grandfather existing team names in use prior to the rule's effective date.
3. Create a path for team RBN registration that does not require controlling interest by the MPB.

Thank you for the opportunity to submit this feedback. I urge the agency to reconsider this proposal in favor of a solution that continues to protect consumers while also respecting the practical realities of how real estate professionals operate in Oregon.

Respectfully,  
Kirstan

On Fri, Sep 12, 2025 at 10:12 AM HANIFIN Michael B \* REA  
<[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good morning,

Thank you for providing input on the rulemaking. We have had a fair amount of comment on the rulemaking as it relates to use of the terms “realty” and “real estate”. An industry bill was passed earlier this year by the legislature (HB 3137) which prohibits use of the terms “realty” or “real estate”. With that in mind, we don't have discretion regarding this change,

and the primary purpose of this rulemaking is to bring the rules into alignment with recent changes to law. New legislation would be required to alter or remove this prohibition. I've pasted in the language of the bill below (from section 13 of the bill) as well as a link to the entire bill.

(5) A name of a real estate team may not include the terms "realty" or "real estate" and may not be identical to the registered business name.

Here's a link to the bill:

<https://olis.oregonlegislature.gov/liz/2025R1/Downloads/MeasureDocument/HB3137>

Respectfully,

**Michael Hanifin** | Land Development Division Manager

Legislative Coordinator

Oregon Real Estate Agency

775 Summer Street NE, #330

Salem, OR 97301

Direct 971-719-6319

[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Kirstan Rogers [REDACTED] >

**Sent:** Thursday, September 11, 2025 12:31 PM

**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>; OREA INFO \* REA <[orea.info@state.or.us](mailto:orea.info@state.or.us)>; Jeremy Rogers <[JRogers@oregonrealtors.org](mailto:JRogers@oregonrealtors.org)>; Rep Hudson <[Rep.ZachHudson@oregonlegislature.gov](mailto:Rep.ZachHudson@oregonlegislature.gov)>; Rep Ruiz <[Rep.RickiRuiz@oregonlegislature.gov](mailto:Rep.RickiRuiz@oregonlegislature.gov)>; [rea.info@rea.oregon.gov](mailto:rea.info@rea.oregon.gov); KWRPC Support <[support@kwpx.com](mailto:support@kwpx.com)>; [leadership@kwnwr.com](mailto:leadership@kwnwr.com)

**Cc:** Aaron Heard <[REDACTED]>; Shawn Skinner [REDACTED]; Molly LeBlanc <[REDACTED]>; Admin - Rog3rs Realty <[admin@rog3rsrealty.com](mailto:admin@rog3rsrealty.com)>; Mike Schultze [REDACTED]; [REDACTED]; KW Facilities <[Facilities@kw.com](mailto:Facilities@kw.com)>; Papasan Properties <[office@papasanproperties.com](mailto:office@papasanproperties.com)>; Realty, Keller Williams <[firm@kwpx.com](mailto:firm@kwpx.com)>

**Subject:** I Oppose the Rule Prohibiting "Realty" and "Real Estate" in Team Names

You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear Oregon Real Estate Agency and to whom all it may concern:

Hi. Good afternoon. My name is Kirstan Rogers, and I am a licensed Real Estate Broker in Oregon and Washington, operating as ROG3RS REALTY INC under Keller Williams Realty Portland Central. I am reaching out to you today to respectfully publicly voice my opposition to the proposed rule prohibiting the use of the terms “real estate” or “realty” in Oregon team and group names.

I DO support a mission that protects consumers and ensures clarity in real estate advertising. This particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137-B.

Concerns with the rule:

1. Consumer Confusion

I have spent tireless nights, weekends, all hours of the day, years building my brand recognition and earning the trust of the community under “ROG3RS REALTY.” Forcing me and teams like mine to completely wipe these terms out from what we have worked so hard to establish will actually *increase* confusion for clients who already know and rely on us.

2. Financial Burden

Teams across Oregon have invested tens of thousands of dollars into signage, websites, marketing materials, and goodwill built under existing names. Mandating a rebrand creates financial hardship for small businesses and independent contractors, especially in what some might consider an already challenging market. I spent a good chunk of change last year alone, paying a tech company to build my website, which must include the brokerage affiliation to be compliant.

3. Redundancy with Existing Safeguards

Consumer protection is already addressed!

- Mandatory brokerage name disclosure in all advertising (see reference above with personal website build)
- Principal Broker oversight of licensees
- Registered Business Name (RBN) rules (this new restriction does not provide additional transparency to the public, but instead penalizes Oregon’s small real estate businesses.)

4. Inconsistency with Business Reality

While the Agency does not recognize teams and groups as businesses, the U.S. Government and Oregon Department of Revenue treat licensed real estate professionals as self-employed business owners. Preventing teams from using “realty” or “real estate” ignores this reality and unfairly diminishes their legitimacy.

Suggested Alternatives

Rather than prohibiting words like Realty and Real Estate, I urge the Agency to consider more balanced solutions that both protect consumers and support small businesses:

- Enforce consistent and prominent brokerage disclosure in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.

In closing...

I respectfully ask the Agency to reconsider this rule and instead adopt solutions that balance consumer transparency with the operational realities of Oregon's real estate teams. I welcome the opportunity to participate in further conversation during this time.

Thank you for your sincere time and consideration.

**Kirstan Rogers**

5 Star Real Estate Broker  
Licensed in OR and WA  
ROG3RS REALTY INC  
Keller Williams Realty  
Portland Central

(503) 997-7549 [kw.com](http://kw.com) | [Facebook](#) | [YouTube](#) | [LinkedIn](#) | [ROG3RS REALTY](#)





From: [Shawn Skinner](#)  
To: [Kirstan Rogers](#)  
Cc: [Rep Busc](#); [rea.info@rea.oregon.gov](#); [Rep Hudson](#); [HANIFIN Michael B \\* REA](#); [OREA INFO \\* REA](#); [Mike Schultze](#); [Jeremy Rogers](#); [KWRPC Support](#); [leadership@kwnwr.com](#); [Aaron Heard](#); [Molly LeBlanc](#); [Admin - Roo3rs Realty](#); [\[REDACTED\]](#); [KW Facilities](#); [Pasadan Properties Realty](#); [Keller Williams](#); [\[REDACTED\]](#); [\[REDACTED\]](#); [Rep Drazan](#)  
Subject: Re: I Oppose the Rule Prohibiting "Realty" and "Real Estate" in Team Names  
Date: Friday, September 12, 2025 3:37:52 PM

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Very well said, thank you!

On Fri, Sep 12, 2025 at 11:58 AM Kirstan Rogers <[\[REDACTED\]](#)> wrote:

Michael and Rulemaking Committee,

You are welcome. Thank you for your reply. I appreciate the opportunity to provide feedback on the proposed rule that would prohibit the use of the terms "real estate" or "realty" in team and group names in Oregon. I would hope that the committee has had a fair amount of comment on the rulemaking. I understand the bill was signed in June, and still, this does not negate that I, along with several others, am opposed to the rule. Suppose we need to submit new legislation to alter or remove this specific term prohibition. In this case, I believe the house meets again in February of 2026, which occurs at least one month AFTER the bill is slated to go into effect. (Thank you for pasting a link to the entire bill.)

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Respectfully,  
Kirstan

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<[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good morning,

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bill was passed earlier this year by the legislature (HB 3137) which prohibits use of the terms “realty” or “real estate”. With that in mind, we don’t have discretion regarding this change, and the primary purpose of this rulemaking is to bring the rules into alignment with recent changes to law. New legislation would be required to alter or remove this prohibition. I’ve pasted in the language of the bill below (from section 13 of the bill) as well as a link to the entire bill.

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Here’s a link to the bill:

<https://olis.oregonlegislature.gov/liz/2025R1/Downloads/MeasureDocument/HB3137>

Respectfully,

**Michael Hanifin** | Land Development Division Manager

Legislative Coordinator

Oregon Real Estate Agency

775 Summer Street NE, #330

Salem, OR 97301

Direct 971-719-6319

[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Kirstan Rogers [REDACTED]

**Sent:** Thursday, September 11, 2025 12:31 PM

**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>; OREA INFO \* REA <[orea.info@state.or.us](mailto:orea.info@state.or.us)>; Jeremy Rogers <[JRogers@oregonrealtors.org](mailto:JRogers@oregonrealtors.org)>; Rep Hudson <[Rep.ZachHudson@oregonlegislature.gov](mailto:Rep.ZachHudson@oregonlegislature.gov)>; Rep Ruiz <[Rep.RickiRuiz@oregonlegislature.gov](mailto:Rep.RickiRuiz@oregonlegislature.gov)>; [rea.info@rea.oregon.gov](mailto:rea.info@rea.oregon.gov); KWRPC Support <[support@kwpx.com](mailto:support@kwpx.com)>; [leadership@kwnwr.com](mailto:leadership@kwnwr.com)

**Cc:** Aaron Heard [REDACTED]; Shawn Skinner [REDACTED]; Molly LeBlanc [REDACTED]; Admin - Rog3rs Realty <[admin@rog3rsrealty.com](mailto:admin@rog3rsrealty.com)>; Mike Schultze [REDACTED]; [REDACTED]; KW Facilities <[Facilities@kw.com](mailto:Facilities@kw.com)>; Papasan Properties <[office@papasanproperties.com](mailto:office@papasanproperties.com)>; Realty, Keller Williams <[firm@kwpx.com](mailto:firm@kwpx.com)>

**Subject:** I Oppose the Rule Prohibiting “Realty” and “Real Estate” in Team Names

You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear Oregon Real Estate Agency and to whom all it may concern:

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I DO support a mission that protects consumers and ensures clarity in real estate advertising. This particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137-B.

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2. Financial Burden

Teams across Oregon have invested tens of thousands of dollars into signage, websites, marketing materials, and goodwill built under existing names. Mandating a rebrand creates financial hardship for small businesses and independent contractors, especially in what some might consider an already challenging market. I spent a good chunk of change last year alone, paying a tech company to build my website, which must include the brokerage affiliation to be compliant.

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Consumer protection is already addressed!

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4. Inconsistency with Business Reality

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Suggested Alternatives



Rather than prohibiting words like Realty and Real Estate, I urge the Agency to consider more balanced solutions that both protect consumers and support small businesses:

- Enforce consistent and prominent brokerage disclosure in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.

In closing...

I respectfully ask the Agency to reconsider this rule and instead adopt solutions that balance consumer transparency with the operational realities of Oregon's real estate teams. I welcome the opportunity to participate in further conversation during this time.

Thank you for your sincere time and consideration.

**Kirstan Rogers**

5 Star Real Estate Broker  
Licensed in OR and WA  
ROG3RS REALTY INC  
Keller Williams Realty  
Portland Central

(503) 997-7549 [kw.com](http://kw.com) | [Facebook](#) | [YouTube](#) | [LinkedIn](#) | [ROG3RS REALTY](#)



From: [Jana Fogg](#)  
To: [HANIFIN Michael B \\* REA](#)  
Subject: Re: Please Read  
Date: Friday, September 12, 2025 11:05:07 AM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Thank you for the explanation.

On Fri, Sep 12, 2025 at 11:04 AM HANIFIN Michael B \* REA  
<[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good afternoon,

Thank you for providing input on the rulemaking. We have had a fair amount of comment on the rulemaking as it relates to use of the terms “realty” and “real estate”. An industry bill was passed earlier this year by the legislature (HB 3137) which prohibits use of the terms “realty” or “real estate”. With that in mind, we don’t have discretion regarding this change, and the primary purpose of this rulemaking is to bring the rules into alignment with recent changes to law. New legislation would be required to alter or remove this prohibition. I’ve pasted in the language of the bill below (from section 13 of the bill) as well as a link to the entire bill.

(5) A name of a real estate team may not include the terms “realty” or “real estate” and may not be identical to the registered business name.

Here’s a link to the bill:

<https://olis.oregonlegislature.gov/liz/2025R1/Downloads/MeasureDocument/HB3137>

Respectfully,

**Michael Hanifin | Land Development Division Manager**

Legislative Coordinator

Oregon Real Estate Agency

775 Summer Street NE, #330

Salem, OR 97301

Direct 971-719-6319

**From:** Jana Fogg <[REDACTED]>

**Sent:** Thursday, September 11, 2025 2:11 PM

**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>; [REDACTED]

**Subject:** Please Read

You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,





**From:** [Hector Mendoza](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Re: Public Comment on HB 3137 Rulemaking  
**Date:** Monday, September 15, 2025 1:28:13 PM

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You don't often get email from [REDACTED] [Learn why this is important](#)

Good afternoon,

Thank you so much for your clear explanation and for taking the time to provide context regarding HB 3137 and the recent rulemaking process.

We truly appreciate your transparency and the work being done to align regulations with current legislation. While the change does present some challenges for those of us already using the terms “realty” or “real estate,” we understand that your role is to ensure compliance with the law, and we value the clarity you’ve provided.

Thank you again for your time and for including the bill language and link — it’s very helpful.

Warm regards,  
**Héctor Mendoza**

On Fri, Sep 12, 2025 at 11:07 AM HANIFIN Michael B \* REA  
<[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good afternoon,

Thank you for providing input on the rulemaking. We have had a fair amount of comment on the rulemaking as it relates to use of the terms “realty” and “real estate”. An industry bill was passed earlier this year by the legislature (HB 3137) which prohibits use of the terms “realty” or “real estate”. With that in mind, we don’t have discretion regarding this change, and the primary purpose of this rulemaking is to bring the rules into alignment with recent changes to law. New legislation would be required to alter or remove this prohibition. I’ve pasted in the language of the bill below (from section 13 of the bill) as well as a link to the entire bill.

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Here’s a link to the bill:  
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Respectfully,

**Michael Hanifin** | Land Development Division Manager

Legislative Coordinator

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---

**From:** Hector Mendoza <[REDACTED]>

**Sent:** Thursday, September 11, 2025 1:24 PM

**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>

**Cc:** [REDACTED]

**Subject:** Public Comment on HB 3137 Rulemaking

You don't often get email from [REDACTED] [Learn why this is important](#)

Dear OREA,

I respectfully submit this as public comment regarding rulemaking for HB 3137.

While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I strongly oppose the portion of HB 3137 that prohibits licensed Oregon Real Estate Brokers and their teams from using the terms "*Realty*" or "*Real Estate*" in their branding.

This restriction, though well-intentioned, creates unintended harm for small businesses like ours. I offer the following points for the committee's consideration:

1. Financial Burden & Market Disruption

Forcing teams to completely rebrand would require new signage, websites, business cards, contracts, and legal filings. These changes can cost tens of thousands of dollars—a devastating expense for small brokerages and teams already navigating a challenging housing market.

2. Loss of Goodwill & Consumer Confusion

Many Oregon teams, including ours, have spent years building brand recognition,

reputation, and trust under existing names that incorporate “Realty.” Forcing sudden rebranding risks confusing the very consumers the law intends to protect, erasing goodwill, and undermining long-standing community relationships.

3. Inconsistent with Legislative Intent

HB 3137 was presented as a way to improve consumer transparency. However, eliminating words that have been industry standards for over a century does not enhance clarity—it removes familiar, descriptive language that consumers understand. The risk of confusion increases, not decreases.

4. Balanced Alternatives Exist

Instead of a blanket prohibition, the committee could adopt rules that:

- “Grandfather in” existing teams and groups with established names.
- Require teams using “Realty” or “Real Estate” to include “Group” or “Team” in their branding for clarity.
- Allow Principal Brokers to register teams under their current RBN without forcing rebrand.

Such alternatives would achieve transparency without placing unnecessary financial and reputational harm on small businesses.

In closing, I urge the Agency to reconsider this element of HB 3137 and pursue solutions that balance consumer protection with fairness for the hardworking brokers and small businesses who serve our Oregon communities.

Thank you for your time and the opportunity to share my feedback.

Respectfully,  
Hector Mendoza

Futura Realty Group

**From:** [HANIFIN Michael B \\* REA](#)  
**To:** [Bill Durling](#)  
**Subject:** RE: regarding HB3137  
**Date:** Friday, September 12, 2025 2:39:00 PM  
**Attachments:** [image001.gif](#)

---

Hi Bill,

I understand where you're coming from with that line of questions, but we weren't involved in drafting the provisions of the new law and I didn't watch all the testimony when the bill was heard in committee, so I just don't have any information about what the thinking was. As far as complaints, I don't have visibility on that side of the agency, so if I said I hadn't heard of any (which is true) that wouldn't mean much because I just don't interact with the complaints process. If your curious about complaints I would suggest contacting the OREA info email (found on the website) and put in a request for information and they can see what they can do to answer that.

Thank you,  
Michael

**Michael Hanifin** | Land Development Division Manager  
Legislative Coordinator  
Oregon Real Estate Agency  
775 Summer Street NE, #330  
Salem, OR 97301  
Direct 971-719-6319  
[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Bill Durling <[REDACTED]>  
**Sent:** Friday, September 12, 2025 1:35 PM  
**To:** HANIFIN Michael B \* REA <michael.b.hanifin@rea.oregon.gov>  
**Subject:** Re: regarding HB3137

You don't often get email from [REDACTED]. [Learn why this is important](#)

Thank you Michael. Maybe you can answer this for me though....

The change to law was inspired by something. We would hope it was a long list of abuses by brokers or teams that were confusing the public, and thus there was public outcry about it. However I am not aware of any such situation. Was it really an issue? Can you tell me how many complaints were filed in the past few years regarding this specific naming convention being a problem?



Thank you,

Bill

**Bill Durling**

REALTOR® Licensed in OR, Keller Williams of Eugene & Springfield

541.255.7518 | [REDACTED]

[thedurlings.com](http://thedurlings.com)



On Fri, Sep 12, 2025 at 10:50 AM HANIFIN Michael B \* REA

<[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)> wrote:

Good afternoon,

Thank you for providing input on the rulemaking. We have had a fair amount of comment on the rulemaking as it relates to use of the terms “realty” and “real estate”. An industry bill was passed earlier this year by the legislature (HB 3137) which prohibits use of the terms “realty” or “real estate”. With that in mind, we don’t have discretion regarding this change, and the primary purpose of this rulemaking is to bring the rules into alignment with recent changes to law. New legislation would be required to alter or remove this prohibition. I’ve pasted in the language of the bill below (from section 13 of the bill) as well as a link to the entire bill.

(5) A name of a real estate team may not include the terms “realty” or “real estate” and may not be identical to the registered business name.

Here’s a link to the bill:

<https://olis.oregonlegislature.gov/liz/2025R1/Downloads/MeasureDocument/HB3137>

Respectfully,

**Michael Hanifin** | Land Development Division Manager  
Legislative Coordinator  
Oregon Real Estate Agency  
775 Summer Street NE, #330  
Salem, OR 97301  
Direct 971-719-6319  
[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

**From:** Bill Durling <[REDACTED]>  
**Sent:** Friday, September 12, 2025 8:25 AM  
**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Subject:** regarding HB3137

You don't often get email from [REDACTED]. [Learn why this is important](#)  
Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

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Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Bill Durling

**Bill Durling**  
REALTOR® Licensed in OR  
Keller Williams of Eugene &  
Springfield

☐ [541.255.7518](tel:541.255.7518)

☐ [REDACTED]

☐



billdurling@kw.com



2645 Suzanne Way, Ste 2A, Eugene,  
OR 97408



**From:** [Bill Durling](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Re: regarding HB3137  
**Date:** Friday, September 12, 2025 2:48:24 PM  
**Attachments:** [image001.gif](#)

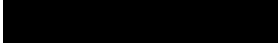
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Thank you Michael, I will do that. The bill seems to have been brought by a representative from Prineville who is a principal broker at Windermere. The fact there was no discussion of it (I tried to search "arguments against HB3137 2025" and there was very little) makes it feel like a side door kind of thing.

I do also understand that there is more in the bill than the team name issue, and some of it might be legitimate.

Thank you for your time,

Bill

**Bill Durling**  
REALTOR® Licensed in OR, Keller Williams of Eugene & Springfield  
[541.255.7518](tel:541.255.7518) |   
[thedurlings.com](http://thedurlings.com)



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**Subject:** Re: regarding HB3137

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[thedurlings.com](http://thedurlings.com)



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Respectfully,

**Michael Hanifin** | Land Development Division Manager

Legislative Coordinator

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[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov) | [www.oregon.gov/rea](http://www.oregon.gov/rea)

---

**From:** Bill Durling <[REDACTED]>  
**Sent:** Friday, September 12, 2025 8:25 AM  
**To:** HANIFIN Michael B \* REA <[michael.b.hanifin@rea.oregon.gov](mailto:michael.b.hanifin@rea.oregon.gov)>  
**Subject:** regarding HB3137

You don't often get email from [REDACTED]. [Learn why this is important](#)  
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Respectfully,

Bill Durling



**Bill Durling**

REALTOR® Licensed in OR  
Keller Williams of Eugene &  
Springfield

☐ [541.255.7518](tel:5412557518)

☐ [thedurlings.com](http://thedurlings.com)

☐ [REDACTED]

☐ [2645 Suzanne Way, Ste 2A, Eugene,  
OR 97408](https://www.zillow.com/homedetails/2645-Suzanne-Way-Ste-2A-Eugene-OR-97408/2645-Suzanne-Way-Ste-2A-Eugene-OR-97408_zpid=1234567890/)





**From:** [Traci Brown](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Regarding HB3137  
**Date:** Thursday, September 11, 2025 10:58:26 AM  
**Attachments:** [image002.jpg](#)

---

You don't often get email from [REDACTED] [Learn why this is important](#)

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Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

Traci Brown

Graphical user interface, application 2.2 Description automatically generated



**From:** [Bill Durling](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** regarding HB3137  
**Date:** Friday, September 12, 2025 8:25:08 AM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

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Respectfully,

Bill Durling



**Bill Durling**

REALTOR®  
Licensed in OR  
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☐ [541.255.7518](tel:5412557518)

☐ [thedurlings.com](http://thedurlings.com)

☐ [REDACTED]

☐ [2645 Suzanne Way, Ste 2A, Eugene, OR 97408](#)





From: [REDACTED]  
To: [HANIFIN Michael B \\* REA](#)  
Cc: [Tammy Sue Kenworthy](#)  
Subject: Regarding HB3137  
Date: Thursday, September 11, 2025 10:32:06 AM  
Attachments: [image.png](#)

---

You don't often get email from [REDACTED] [Learn why this is important](#)

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Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

*Charley Waddington*

Broker, Licensed In The State of Oregon

Keller Williams Realty Southern Oregon

1595 NE 6<sup>th</sup> Street, Ste F

Grants Pass, OR 97526

541.659.9072 Cell

541.608.0447 Office

541.608.0448 Fax

homes@charleywaddington.com

[www.CharleyWaddington.com](http://www.CharleyWaddington.com)

[www.FindAHomeInGrantsPass.com](http://www.FindAHomeInGrantsPass.com)



**From:** [Johanna Jimenez](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Rulemaking for HB3137  
**Date:** Thursday, September 11, 2025 11:39:04 AM

---

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Respectfully,

--





**From:** [Xiomara Menda](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [REDACTED]  
**Subject:** Rulemaking for HB3137  
**Date:** Friday, September 12, 2025 11:27:33 AM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

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Respectfully,

Xiomara Merida.



**From:** [Adam Furney](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [Tammy Sue Schuck](#)  
**Subject:** Strongly Opposed to HB3137  
**Date:** Thursday, September 11, 2025 12:40:52 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

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Respectfully,

Adam Furney, \_\_\_\_\_ Broker





**From:** [Taryn McKillion](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Thoughts on HB3137  
**Date:** Monday, September 15, 2025 12:15:22 PM  
**Attachments:** [image.png](#)

---

You don't often get email from [REDACTED] [Learn why this is important](#)

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Best,  
Taryn



**Instant Home Value | Locate Your Dream Home**

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**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** Thoughts on HB3137  
**Date:** Monday, September 15, 2025 12:15:22 PM  
**Attachments:** [image.png](#)

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Best,  
Taryn



**Instant Home Value | Locate Your Dream Home**



**From:** [Heather Speight](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Subject:** URGENT CALL TO ACTION on HB3137  
**Date:** Thursday, September 11, 2025 9:57:14 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

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Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

photo



**Matt and Heather Speight**  
Team Sp8 Real Estate, Keller Williams Sunset Corridor

[Matt - 503-849-0307](#) | [Heather - 503-849-0092](#)

[www.TeamSp8@kw.com](mailto:www.TeamSp8@kw.com) | [REDACTED]







**From:** [Martine Tammik](#)  
**To:** [HANIFIN Michael B \\* REA](#)  
**Cc:** [REDACTED]  
**Subject:** With Regards to HB3137  
**Date:** Thursday, September 11, 2025 10:27:38 AM

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You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Forcing small businesses to completely rebrand would mean an enormous financial investment, including new signage, updated websites, marketing materials, and legal changes that could cost tens of thousands of dollars, making an already tough market even harder to navigate. In addition, for many teams across Oregon, it would mean the loss of years of brand recognition, good will and positive reputation developed under their current name.

I understand Oregon defines a team or group in the business of Real Property sales as any business including one or more licensees. I submit the following for rulemaking committee consideration:

- "Grandfather in" teams with existing names to protect them from unnecessary financial harm.
- Require teams using "real estate" or "realty" to clearly include "team" or "group" alongside their name.
- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.
- 

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Respectfully,

**Martine Tammik**

Real Estate Broker

*Licensed in the State of Oregon*

**Keller Williams Sunset Corridor**

1915 NE Stucki Ave., Suite #250, Hillsboro, OR 97006

c. 503.317.0000

**#TammikRE | #TammikRealEstateGroup**

## TRACY Mesheal L \* REA

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**From:** Connie Iman <[REDACTED]>  
**Sent:** Friday, September 12, 2025 9:42 PM  
**To:** HANIFIN Michael B \* REA  
**Subject:** <No Subject>

You don't often get email from connieiman@ccgmail.net: [Learn why this is important](#)

I own my real estate company called Tower Realty. That's been the name for over 20 years. How can you force existing companies change their name? Or is the new Rule only being applied to NEW companies?

Connie Iman  
Tower Realty  
[REDACTED]

## TRACY Mesheal L \* REA

**From:** Taryn McKillion [REDACTED]  
**Sent:** Monday, September 15, 2025 12:15 PM  
**To:** HANIFIN Michael B \* REA  
**Subject:** Thoughts on HB3137

You don't often get email from taryn@mckilliongroup.com. [Learn why this is important](#)

Dear OREA,

Please accept and record this as public comment regarding rulemaking for HB3137.

I am writing to submit my opposition to HB3137 becoming law and the rule prohibiting licensed Oregon Real Estate Brokers from using terms "real estate" or "realty" in their business names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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- Allow managing principal brokers to register their teams and groups under their current RBN without the requirement that the RBN has a controlling interest in the team or group.

I truly hope the Agency will focus rulemaking on solutions that both promote consumer transparency and honor the hard work of small business owners.

Thank you so much for the opportunity to share my feedback on this important topic.

Best,  
Taryn



**TARYN MCKILLION**  
*licensed broker*

📞 503-730-7962

✉️ [REDACTED]

📍 6655 SW Hampton St. #1108, Tigard, OR 97224



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## TRACY Mesheal L \* REA

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**From:** Natalie Rocha [REDACTED]  
**Sent:** Friday, September 12, 2025 1:42 PM  
**To:** HANIFIN Michael B \* REA; OREA INFO \* REA  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction

You don't often get email from ops@waldmanjames.com. [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms “real estate” or “realty” in Oregon team and group names. While I support the Agency’s mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

Teams across Oregon have invested years and significant financial resources into building brand recognition in their communities. Forcing these small businesses to rebrand would result in extraordinary costs, including new signage, websites, marketing materials, legal updates, and the loss of goodwill developed under their current names. For many teams, these costs could reach tens of thousands of dollars and create financial hardship in an already challenging market. Consumer protection is already addressed through existing rules requiring brokerage name disclosure in advertising, Principal Broker oversight, and firm registration. The addition of this restriction does not provide additional clarity to the public, but instead penalizes Oregon’s independent contractors and small business owners.

While I understand that the Agency does not recognize teams and groups as businesses because they are not a registered business name, the U.S. Government and Oregon Department of Revenue treat licensed real estate agents as self-employed business owners. The option for a managing principal to register the team or group as an affiliated or subsidiary business cannot be considered for teams and groups because the managing principal broker and the parent company do not have controlling interest in the business run by a team or group.

A more balanced approach would be to:

- Require teams using “real estate” or “realty” to clearly include “team” or “group” alongside their name.
- Enforce consistent disclosure of brokerage affiliation in all advertising.
- Provide grandfathering for teams with existing names to avoid unnecessary economic harm.
- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business. I believe this would go against the very thing it’s trying to achieve.

Thank you for the opportunity to provide feedback on this important issue.

I am in agreement with the above statements and would appreciate your consideration of the barriers and confusion this rule change could create.

Sincerely,  
Natalie Rocha



## TRACY Mesheal L \* REA

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**From:** Robert Rahner [REDACTED]  
**Sent:** Thursday, September 11, 2025 8:43 AM  
**To:** HANIFIN Michael B \* REA; OREA INFO \* REA  
**Subject:** Comments on HB 3137 Proposed Rules — Team Name Restriction

You don't often get email from robertrahner@kw.com. [Learn why this is important](#)

Dear Oregon Real Estate Agency,

I am writing to respectfully submit my opposition to the proposed rule prohibiting the use of the terms "real estate" or "realty" in Oregon team and group names. While I support the Agency's mission to protect consumers and ensure clarity in real estate advertising, I believe this particular restriction is unnecessary, overly burdensome, and inconsistent with the intent of House Bill 3137.

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- Allow managing principal brokers to register their teams and groups under the current RBN without the requirement that the RBN have controlling interest in the team or group.

I urge the Agency to reconsider this rule and instead focus on solutions that balance consumer transparency with the realities of running a small business.

Thank you for the opportunity to provide feedback on this important issue.

Respectfully,

Robert Rahner

KWCO Broker 201225542





## TRACY Mesheal L \* REA

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**From:** Jeremy Rogers <JRogers@oregonrealtors.org>  
**Sent:** Monday, September 15, 2025 5:24 PM  
**To:** HANIFIN Michael B \* REA; STRODE Steve \* REA; TRACY Mesheal L \* REA  
**Subject:** Comments on team name regulation

Hello! Thank you for the opportunity to testify earlier today. Below are the comments I delivered related to the team name issue. This describes the two pathways that we believe are available to address this issue via rule. I can follow up with a more detailed description of the potential changes to the actual rule language. I'd love to discuss further. Thanks!

The primary intent of Section 13 of HB 3137 is to ensure that unregistered groups are not performing real estate activities under the guise of being an independent brokerage. Teams at present are untraceable within the OREA licensing system. OREA licensing is built off the brokerage name and the licensee's individual name. If a consumer were to look up a team name in OREA's license lookup, they would find nothing.

HB 3137 defines teams as "one or more real estate licensees operating under a name other than the registered business name." Hence, ABC Realty Team is a perfectly acceptable name **if it is registered with OREA and can be looked up on the search systems of the agency**. Whereas "ABC Realty Team" as a mere unregistered subdivision of a Brokerage is problematic because the consumer will not be able to trace the link between the Brokerage and the team. Some teams don't even use the word "team" or "group" in their name. Hence, you can have "ABC Realty" working as an unregistered subdivision of a Brokerage. The idea behind Section 13 of HB 3137 is that if you have unregistered subdivisions of a brokerage, they should not use words in their name that are dog whistles for a real estate brokerage such as "realty" and "real estate."

Since the bill's passage, we have heard from many brokerages and teams expressing significant concerns about this aspect of the bill. Particularly the need to rebranding where the team name currently contains "realty" or "real estate" presently. This is an understandable concern, and we'd like to work with the Agency to come up with a solution that meets the dual goals of consumer transparency and recognizes the reality that many groups have built and invested in a brand that includes these terms.

As the "realty" and "real estate" name restrictions do not apply to groups with registered business names, a clear solution is to create pathways through rule and E-License that allow for registering additional business names that are affiliated with the same Managing Principal Broker. This would increase transparency and acknowledge the reality of the world that we live in—that the group name is often the dominant name seen in advertising and the one that the consumer is most likely to identify, and therefore should be searchable via OREA's online license lookup.

There are two ways to do this that we believe could be accomplished through rule changes and no need for statutory changes.

One is to modify OAR 863-014-0095 to allow assumed names or trade names to be included as part of the Registered Business Name. In fact, the rule already says that "registered business name" means **ANY** name used to conduct professional real estate activity, including: the licensee's legal name, an assumed name, or the name of a business entity, such as a corporation, partnership, limited liability company, or other business entity recognized by law. However, the system does not currently allow an RBN to include multiple assumed names that are associated with the same brokerage. By allowing multiple assumed names to attach to a Registered Business Name within the E-License system, groups that currently have the words realty or real estate in their name could continue to operate as such because they would now be part of the parent company RBN, and the team

restrictions of HB 3137 would not apply. For an example of this, look at Washington State. When you lookup a single registered real estate firm entry in the Washington Department of Licensing, you'll see not only the company name but also the assumed names that are associated with it. These are all part of one firm license number and entry.

The second way of doing this would be to modify the definition of affiliated organization in OAR 863-014-0061. ORS 696.026(14) makes clear that a principal real estate broker or licensed real estate property manager who registers a business name may register additional business names for business organizations that are affiliated with the registered business name, or business organizations that are subsidiaries of the business with the registered name.

Subsidiary has a clear meaning in law and business—an entity of which another entity has a controlling share. We don't suggest any changes to this definition.

Affiliated with on the other hand generally does not denote a controlling ownership interest but rather a business relationship between two individuals or entities. In fact, within OREA's own licensing system the term "affiliated with" is used to describe the RBN or RBNs with which a licensee is associated.

Yet the regulation presently defines "affiliated with" nearly identically to "subsidiary." A more accurate definition of "affiliated organization" in OAR 863-014-0061 would include something like the following: two or more organizations that are each separately registered as an entity and who operate under an agreement to perform professional real estate activity under the name of both organizations.

This would more accurately reflect what is actually happening in practice, and make it transparent to consumers. The reality is that many teams are registered entities with the Secretary of State, but not with OREA. By creating a system where these entities could affiliate with a Managing PB within OREA's licensing system, just like individual licensees currently affiliate with a Managing PB, it would more accurately reflect what is actually happening in the field, and increase transparency for consumers who could then look up these entities in OREA's license lookup and see which licensees are affiliated with them, and who the managing Principal Broker is.