

1 REAL ESTATE AGENCY
2 BEFORE THE REAL ESTATE COMMISSIONER
3

4 In the Matter of the Real Estate License of)

5
6 KELLY K. HAGGLUND)

STIPULATED FINAL ORDER

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10 The Oregon Real Estate Agency (OREA) and Kelly K. Hagglund (Hagglund) do hereby
11 agree and stipulate to the following:

12 FINDINGS OF FACT
13 &
14 CONCLUSIONS OF LAW

15 1.

16 1.1 Hagglund was licensed as a principal broker with Keller Williams Realty Portland
17 Premiere (KWRPP). Hagglund is the principal broker for The Kelly Group (TKG) operating
18 under the registered business name KWRPP.

19 1.2 On February 24, 2015, OREA opened an investigation after an OREA employee
20 observed a for sale sign posted by TKG which did not include the registered business name,
21 KWRPP, on the sign. Additionally, the same OREA employee performed a cursory review of
22 TKG's Facebook webpage, and found the word "Realty" omitted from the company's full
23 registered business name, KWRPP.

24 1.3 The OREA investigation revealed that similar signage issues were brought to
25 Hagglund's attention in 2012 and 2014.

26 1.4 On March 26, 2012, a letter was sent from Buckley Law, P.C., on behalf of TKG,
27 to OREA Investigator Aaron Grimes, stating KWRPP had remediated the signage issues. The
28 letter explains Hagglund had two staff members add Keller Williams Realty Portland Premiere
29 stickers to TKG's existing real estate signs.

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1 1.5 On October 27, 2014, an Educational Letter of Advice was sent to Hagglund after
2 OREA received an anonymous complaint regarding the omission of KWRPPs information on
3 TKG's advertising signs.

4 1.6 On April 16, 2015, OREA Investigator/Auditor Jeremy Brooks (Brooks) chose
5 three active listings from "TheKellyGroup.net" website and drove to each location to observe
6 yard signage and obtain property information flyers. The three locations selected were: 1092
7 SE Ash St, Dundee, OR 97715, 824 Marion Ct., Dayton, OR 97714, and 788 NE Blair St.,
8 Sheridan, OR 97378. KWRPP was not prominently displayed on any of the three yard signs
9 that were reviewed. Out of the three informational flyers collected, two mentioned "Keller
10 Williams Portland Premiere", but omitted the word "Realty" from the registered business name,
11 and the flyer for the 788 NE Blair St., property did not have any reference to KWRPP.

12 **Violation:** By failing to have the registered business name of KWRPP prominently
13 displayed on the above advertisements, Hagglund violated OAR 863-015-0125(4) (5-15-14
14 Edition), which requires the registered business name to be prominently displayed,
15 immediately noticeable, and conspicuous in all advertising.

16 1.7 On May 11, 2015, Brooks revisited TKG's website and noticed KWRPP was not
17 displayed on the website's homepage.

18 1.8 On August 10, 2015, OREA received an anonymous additional complaint
19 regarding the omission of KWRPP's information on a TKG advertising flyer for property, 3412
20 Vanessa Circle NW, Salem.

21 1.9 On August 14, 2015, Brooks reviewed TKG's website and the homepage
22 included the name, "KW Portland Premiere Keller Williams Realty," on the center of the page,
23 which deviates from TKG's full registered business name, KWRPP.

24 **Violation:** By failing to include the registered business name on the first page of TKG
25 webpage, Hagglund violated OAR 863-015-0125(9)(b)(B) (5-15-14 Edition).

26 1.10 On February 23, 2016, Hagglund provided a photo of one of her new signs
27 showing the full KWRPP name prominently and conspicuously displayed as required. She
28 stated the other advertising issues found in the investigation have been addressed and
29 updated.

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2.1 OREA reserves the right to investigate and pursue additional complaints that may be received in the future regarding this licensee.

STIPULATION & WAIVER

I have read and reviewed the above findings of fact and conclusions of law which have been submitted to me by OREA and further, the order which follows hereafter. I understand that the findings of fact, conclusions of law and this stipulation and waiver embody the full and complete agreement and stipulation between OREA and me. I further understand that if I do not agree with this stipulation I have the right to request a hearing on this matter and to be represented by legal counsel at such a hearing. Hearings are conducted in accordance with the procedures set forth in ORS Chapter 183 and in accordance with the Rules of Practice and Procedure adopted by the Attorney General of the State of Oregon. I freely and voluntarily waive my rights to a hearing, to representation by legal counsel at such a hearing, and to judicial review of this matter.

I hereby agree and stipulate to the above findings of fact and conclusions of law and understand that the order which follows hereafter may be completed and signed by the Real Estate Commissioner or may be rejected by the Real Estate Commissioner, in which case an amended notice of intent may be issued in this matter. I understand that, in accordance with the provisions of ORS 696.445(3), notice of this order shall be published in the Oregon Real Estate News Journal.

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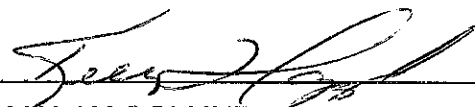
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ORDER

IT IS HEREBY ORDERED that Hagglund's principal broker license be, and hereby is, reprimanded.

IT IS SO STIPULATED:

IT IS SO ORDERED:



KELLY K. HAGGLUND



GENE BENTLEY
Real Estate Commissioner

Date 3-24-2016

Date 3-31-16

Date of Service: 3/31/2016