

REAL ESTATE AGENCY
BEFORE THE REAL ESTATE COMMISSIONER

In the Matter of the Real Estate License of)
HEATHER ELIZABETH WRIGHT) STIPULATED FINAL ORDER

The Oregon Real Estate Agency (Agency) and Heather Elizabeth Wright (Wright) do hereby agree and stipulate to the following:

FINDINGS OF FACT, STATEMENTS OF LAW
AND
CONCLUSIONS OF LAW

1.

In establishing the violations set forth herein, the Agency may rely on one or more of the definitions contained in ORS 696.010.

First Findings of Fact:

1.1 At all times mentioned herein, Wright was licensed as a real estate broker with Keller Williams Sunset Corridor.

1.2 On May 2, 2022, the Agency received a complaint from Cheri Belander (Belander) against Wright. The Agency opened an investigation.

1.3 Belander submitted a postcard to the Agency that she had received from Wright on or around May 2, 2022. Wright’s postcard failed to include the registered business name, “Keller Williams Sunset Corridor.” The postcard displayed a company called the “Gorge Home Group.” Gorge Home Group is registered as a business name with the Oregon Secretary of State, but the company is not a registered business name with the Oregon Real Estate Agency.

1.4 Wright told Agency staff during an interview she had hired a virtual assistant and had instructed her to be sure it had “Keller Williams Sunset Corridor” on it. Wright said she

1 checked the advertising herself and doesn't know how it got deleted from the
2 postcard.

3 1.5 Wright stated Gorge Home Group was her team, that she was the owner of it,
4 and she has four others that work for her on it.

5 **First Statement of Law:** ORS 696.301(3) authorizes the Commissioner to reprimand a
6 licensee's real estate license who has disregarded or violated any provision of ORS 659A.421,
7 696.010 to 696.495, 696.600 to 696.785, 696.800 to 696.870 and 696.890 or any rule of the
8 Real Estate Agency. Implementation of ORS 696.301(3) is made through OAR 863-015-
9 0125(2)(b)(c)(4) (1-1-2021 Edition) which states, (2) Advertising shall: (b) be truthful and not
10 deceptive or misleading; (c) Not state or imply that the licensee is a principal broker or is
11 responsible for operating the registered business if the licensee is a real estate broker; (4) the
12 registered business name, as registered with the Agency, shall be immediately noticeable in all
13 advertising.

14 **First Conclusion of Law:** Postcard advertising mailed to the public on or about May 2,
15 2022, which was reviewed and approved by Wright, failed to identify the registered business
16 name "Keller Williams Sunset Corridor," in violation of ORS 696.301(3) and its implementing
17 rule OAR 863-015-0125(2)(b)(c)(4) (1-1-2021 Edition).

18 **Second Findings of Fact:**

19 1.6 Belander submitted a picture of one of Wright's "For Sale" signs located at 1415
20 Union Street, The Dalles, OR. The sign prominently displays the "Gorge Home Group"
21 business name. The registered business name "Keller Williams Sunset Corridor" was not
22 immediately noticeable on the sign.

23 **Second Statement of Law:** ORS 696.301(3) authorizes the Commissioner to
24 reprimand a licensee's real estate license who has disregarded or violated any provision of
25 ORS 659A.421, 696.010 to 696.495, 696.600 to 696.785, 696.800 to 696.870 and 696.890 or
26 any rule of the Real Estate Agency. Implementation of ORS 696.301(3) is made through OAR
27 863-015-0125(2)(b)(c)(4) (1-1-2021 Edition) which states (2) Advertising shall: (b) be truthful
28 and not deceptive or misleading; (c) not state or imply that the licensee is a principal broker or
29 is responsible for operating the registered business if the licensee is a real estate broker; (4)
30 the registered business name, as registered with the Agency, shall be immediately noticeable

1 in all advertising.

2 **Second Conclusion of Law:** By failing to have the registered business name, “Keller
3 Williams Sunset Corridor,” immediately noticeable on the “For Sale” sign located at 1415 Union
4 Street, Wright violated ORS 696.301(3) and its implementing rule OAR 863-015-
5 0125(2)(b)(c)(4) (1-1-2021 Edition).

6 **Third Findings of Fact:**

7 1.7 On June 17, 2022, Wright admitted to prominently advertising “Gorge Home
8 Group,” knowing it was not the registered business name. As mentioned above, Wright
9 identified herself as the owner of Gorge Home Group and stated it was her team. Wright
10 acknowledged her license was affiliated with Keller Williams Sunset Corridor.

11 **Third Statement of Law:** ORS 696.301(4) (2021 Edition) authorizes the Commissioner
12 to reprimand a licensee’s real estate license who has knowingly or recklessly published
13 materially misleading or untruthful advertising.

14 **Third Conclusion of Law:** By admitting to prominently advertising the “Gorge Home
15 Group” knowing it was not the registered business name Wright violated ORS 696.301(4)
16 (2021 Edition).

17 **Fourth Conclusion of Law:** The forgoing violations are grounds for discipline pursuant
18 to ORS 696.301(3) and (4). Based on these violations a reprimand is appropriate for violations
19 of ORS 696.301(3) and (4). As previously noted, the Agency has set forth the grounds of
20 discipline as ORS 696.301(3) and (4).

21 1.8 Previously on October 1, 2021, Wright was issued an Educational Letter of
22 Advice urging her to act with caution regarding her advertising.

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24 2.

25 According to ORS 696.775, the lapsing, expiration, revocation or suspension of a real
26 estate license, whether by operation of law, order of the Real Estate Commissioner or decision
27 of a court of law, or the inactive status of the license, or voluntary surrender of the license by
28 the real estate licensee does not deprive the commissioner of jurisdiction to: (1) proceed with
29 an investigation of the licensee; (2) conduct disciplinary proceedings relating to the licensee;
30 (3) Take action against a licensee, including assessment of a civil penalty against the licensee

1 for a violation of ORS 696.020(2); or (4) revise or render null and void an order suspending or
2 revoking a license.

3 3.

4 The Agency reserves the right to investigate and pursue additional complaints that may
5 be received in the future regarding this licensee.

6 4.

7 STIPULATION AND WAIVER

8 I, Heather Elizabeth Wright, have read and reviewed this Stipulated Final Order and its
9 Findings of Fact, Statements of Law and Conclusions of Law. I understand that the Findings
10 of Fact, Conclusions of Law and this Stipulation and Waiver of Hearing rights embody the full
11 and complete agreement and stipulation between the Agency and me. I further understand
12 that if I do not agree with this stipulation I have the right to request a Hearing on this matter
13 and to be represented by legal counsel at such a Hearing. I also understand that any Hearing
14 would be conducted in accordance with the procedures set forth in ORS Chapter 183 and in
15 accordance with the Rules of Practice and Procedure adopted by the Attorney General of the
16 State of Oregon. By signing this Stipulated Final Order I freely and voluntarily waive my rights
17 to a Hearing, to representation by legal counsel at such a Hearing, and to judicial review of this
18 matter.

19 I hereby agree and stipulate to the above Findings of Fact and Conclusions of Law and
20 understand that the Order which follows hereafter, which I have also read and understand,
21 may be completed and signed by the Real Estate Commissioner or may be rejected by the
22 Real Estate Commissioner. I further understand that, in accordance with the provisions of
23 ORS 696.445(3), notice of this Order shall be published in the Oregon Real Estate News
24 Journal.

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1 In addition to all of the above, I agree that once the Commissioner executes this
2 Stipulated Final Order, I will accept service of the Stipulated Final Order by email, and hereby
3 waive the right to challenge the validity of service.

4 ORDER

5 IT IS HEREBY ORDERED that Heather Elizabeth Wright’s broker license be, and
6 hereby is reprimanded.

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9 IT IS SO STIPULATED:

IT IS SO ORDERED:

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11 DocuSigned by:

12 Heather Elizabeth Wright
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13 HEATHER ELIZABETH WRIGHT

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15 Date 9/23/2022 | 9:15 PM PDT

16

DocuSigned by:

17 Steven Strode
E2C2D0097AD8471...

18 STEVEN STRODE

19 Real Estate Commissioner

20 Date 9/27/2022 | 7:57 AM PDT

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22 Date of Service: 09/27/2022

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