

**OREGON REAL ESTATE AGENCY  
COMMISSIONER'S BULLETIN  
July 2007**

**What's new at the Oregon Real Estate Agency?**

***BRANCH OFFICE REGISTRATION***

Prior to conducting professional real estate activity, as defined under Oregon Revised Statute (ORS) 696.010(11), at any location other than the main office, the "branch office" must be registered with the Agency, as required under ORS 696.200(3) and Oregon Administrative Rule (OAR) 863-015-0100. This includes having a booth at a fair or home show, or a temporary office in a residential or commercial development.

Registering a branch office with the Agency is a simple process. The principal broker, property manager or sole practitioner broker simply completes the "Branch Office Registration" application, which is available on our website at [http://www.oregon.gov/REALIC/docs/BRANCH\\_OFFICE\\_REGISTRATION\\_FORM\\_09-04.pdf](http://www.oregon.gov/REALIC/docs/BRANCH_OFFICE_REGISTRATION_FORM_09-04.pdf). The fee to register a branch office, or to change the address of a branch office, is only \$10. Branch office registrations are not subject to renewals. Should you need to notify the Agency that a branch office has closed, a letter signed by the principal broker, property manager, or sole practitioner broker is all that is required.

***EDUCATIONAL COMPLIANCE REVIEW ANNOUNCEMENT***

As you may have read in the June 2007 OREN-J, the agency is on-the-road offering Compliance Reviews. This allows you to review your compliance with State of Oregon Real Estate Agency statutes and rules in a one-on-one setting. An agency staff member will be happy to tutor you through the various laws that affect your brokerage, offer suggestions, and answer your questions! You can review the check list that we use by going to our website: <http://www.oregon.gov/REA/publications.shtml>, and selecting the Real Estate or Property Management checklist under the Regulations heading.

This review is an educational opportunity for you to unravel the mysteries of issues such as records retention, agency disclosure, trust accounting, and advertising. It usually takes about three hours, and we're sure that you will consider it time well spent. You are welcome to include other brokerage staff who you believe would benefit from the discussion.

***ADVERTISING RULE CHANGES ADOPTED FOR REAL ESTATE BROKERS – OAR-863-015-0125***

**Effective date - June 29, 2007**

The existing rule was confusing to real estate licensees and contained a scrivener's error that negatively impacted licensees. The Oregon Real Estate Agency convened a Real Estate Advertising Rule Working Group that included industry and Agency representatives. After completing the rule making process, the following changes were implemented. For the complete rule language, go to [http://arcweb.sos.state.or.us/rules/OARS\\_800/OAR\\_863/863\\_015.html](http://arcweb.sos.state.or.us/rules/OARS_800/OAR_863/863_015.html).

- Requires advertising by a licensee to be reasonably identifiable as advertising by a real estate licensee.
- Clears up existing confusion and scrivener's error.
- Limits delegation of the authority of a principal broker for advertising that "originates in a branch office" to a principal broker who manages that branch office. Therefore, a real estate broker who is not a principal broker cannot be delegated authority for advertising. Delegation of authority must be in written policy.
- **Effective March 1, 2008**, if the name of an associated broker is used in advertising, it may not be in larger type size than the name of the firm. The purpose of this amendment is to provide appropriate disclosure to the public.
- Allows associated real estate broker to advertise property owned by the broker for rent or lease; however, if the property has more than four residential units or is a commercial property, such advertising must state that the property owner is a licensed real estate broker.

If you have any questions, please call us at 503-378-4170 or email us at [orea.info@state.or.us](mailto:orea.info@state.or.us).

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Commissioner  
Oregon Real Estate Agency