

Public Meeting of the Nevada Real Estate Commission October 5-7, 2016

2. Public Comment

Candice Noel, Broker for Keller Williams Realty in Sparks, NV

Requesting a regulation change to NAC 645.610 1e

NAC 645.610 1e reads: A licensee shall not advertise or otherwise conduct business under a name, including a nickname, other than the name which he or she is licensed to engage in business.

What:

I'm requesting that a licensee can advertise and market under a fictitious name or DBA.

Why:

When I started real estate in Nevada I was *Candice Noel*, which is my maiden name. I then married and my license then read as *Candice "Candy Noel" Hulery*. I have marketed my maiden name "Noel" for real estate for 5 years and that is how I am known to my clients and in the real estate community. It wasn't until 2 months ago that I was told I need to return my license and it will be re-issued as *Candice Hulery*. The reason was marketing nicknames were not being fully enforced and it's now hard to find out who is who. Re-branding myself or another over and over due to a marriage/divorce, some action that creates a name change is hard on any licensee as the time, money and recognition is lost and forced to re-start over. I was given the option to keep my current license as Hulery and would have to rebrand myself and all my material including signs, business cards, ect. In addition if I was on a team with Noel in it, it too would have to be changed, effecting others as well. Or I could legally change my name back to Noel, having to change all my personal accounts and not having the same last name as my husband or future children. This is a choice I believe no one should not have make. I have since started to process to change my legal last name back to Noel in hopes that I can change it back to Hulery in a couple years when I hope the regulation change takes place.

Additional Notes:

I have attached for reference 5 of the state's association membership applications. 2 of these associations, SNAR and Incline have a field on their application that states "Nickname (DBA)", 2 are more ambiguous stating "Name on roster" (RSAR) and "Name" (Elko) where only 1 specifically states "Print FULL legal name as it appears on your license from the State of Nevada" (Las Vegas).

A business can change its name as long as a DBA is filed in each county it does business in. A licensee should have the same opportunity and similar process of submitting to division a form that clearly states legal name and fictitious/DBA/Nickname they go by.

Outcome

By allowing licensee to market under a fictitious name or DBA allows a licensee to continue to thrive in their career for the lifetime of the career and not have to start over due to a life event.

Requestor's Contact Information

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