

# **The Florida Bar Standing Committee on Advertising**

## **GUIDELINES FOR AN ATTORNEY'S STATEMENT OF QUALIFICATIONS AND EXPERIENCE**

Rules 4-7.4(b)(2)(E) and 4-7.6(c) require that every direct written communication and electronic mail communication to a prospective client be accompanied by a factual statement detailing the attorney's background, training, and experience.

The Standing Committee on Advertising has determined that the following ordinarily must be included in the statement of qualifications:

- Specific experience in the area or areas of law for which professional employment is sought;
- If advertising for matters that may end up in trial, the number of similar cases actually tried by the advertising attorney; and
- Date of admission to The Florida Bar. May also include the fact and date of admission of other bars and courts;
- Number of years of experience as a licensed attorney in the area(s) of law referred to in the advertisement;

Additionally, the Standing Committee on Advertising recommends including the following:

- Law school(s) attended, and date(s) of graduation. May also include: legal degree(s) earned; other academic degree(s) earned (including date(s) of degree(s) and institution(s) conferring degree(s));
- Prior legal employment or legal positions held (e.g., former assistant state attorney; formerly associated at 30-lawyer civil trial law firm);
- The legal organization(s) and/or professional organization(s) of which the advertising attorney is a member.

Finally, the statement of qualifications must be clearly legible in the advertisement. Rule 4-7.2(c)(11). If the advertisement appears in a language other than English, the statement of qualifications must appear in that language. Rule 4-7.2(c)(10).

# **The Florida Bar**

## **Standing Committee on Advertising**

### **GUIDELINES FOR A FIRM'S STATEMENT OF QUALIFICATIONS AND EXPERIENCE**

Rules 4-7.4(b)(2)(E) and 4-7.6(c) require that every direct written communication and electronic mail communication to a prospective client be accompanied by a factual statement detailing the firm's background, training, and experience.

The Standing Committee on Advertising has determined that the following ordinarily must be included in the statement of qualifications:

- Specific experience of the firm in the area or areas of law for which professional employment is sought, including the number of lawyers who practice in these areas, and the length of time the law firm has been practicing in the area advertised;
- Length of time the law firm has been in existence.
- The number of attorneys within the firm.
- The areas of practice of the firm.
- If advertising for matters that may end up in trial, the number of similar cases actually tried by the advertising firm; and

Additionally, the Standing Committee on Advertising recommends including the following:

- Law school(s) attended, and date(s) of graduation for the attorney(s) of the firm who will be providing services in the advertised area of practice. May also include: legal degree(s) earned; other academic degree(s) earned (including date(s) of degree(s) and institution(s) conferring degree(s));
- Date of admission to The Florida Bar for the attorney(s) of the firm who will be providing services in the advertised area of practice. May also include the fact and date of admission of other bars and courts;
- Prior legal employment or legal positions held (e.g., former assistant state attorney; formerly associated at 30-lawyer civil trial law firm) for the attorney(s) of the firm who will be providing services in the advertised area of practice;

- Number of years of experience as a licensed attorney in the area(s) of law referred to in the advertisement of the attorney(s) of the firm who will be providing services in the advertised area of practice;
- The legal organizations and/or professional organization(s) to which the advertising attorney(s) or the firm belongs.

Finally, the statement of qualifications must be clearly legible in the advertisement. Rule 4-7.2(c)(11). If the advertisement appears in a language other than English, the statement of qualifications must appear in that language. Rule 4-7.2(c)(10).

# **The Florida Bar Standing Committee on Advertising**

## **GUIDELINES FOR A LAWYER REFERRAL SERVICE'S STATEMENT OF QUALIFICATIONS AND EXPERIENCE**

Rules 4-7.4(b)(2)(E) and 4-7.6(c) require that every direct written communication and electronic mail communication to a prospective client be accompanied by a factual statement detailing the attorney's background, training, and experience of the lawyers to whom the recipient may be referred.

The Standing Committee on Advertising has determined that the following ordinarily must be included in the statement of qualifications:

- The number of attorneys participating in the lawyer referral service.
- The areas of practice of the participating attorneys available for potential clients to choose from.
- For each area of practice, the number of participating attorneys who practice in that area, together with a range of years of experience of those attorneys in that area of practice.
- If advertising for matters that may end up in trial, a range of the number of similar cases actually tried by participating attorneys.
- The minimum requirements the referral service has established for membership in the service.
- The length of time the referral service has been in existence.
- Geographic locations of attorneys participating in the lawyer referral service.

Finally, the statement of qualifications must be clearly legible in the advertisement. Rule 4-7.2(c)(11). If the advertisement appears in a language other than English, the statement of qualifications must appear in that language. Rule 4-7.2(c)(10).