

THE FLORIDA BAR STANDING COMMITTEE ON ADVERTISING

GUIDELINES FOR A FIRM'S STATEMENT OF QUALIFICATIONS AND EXPERIENCE

Rule 4-7.18(b)(2)(C) requires that every direct written 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 lawyers 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 lawyer(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 lawyer(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 lawyer(s) of the firm who will be providing services in the advertised area of practice;
- Number of years of experience as a licensed lawyer in the area(s) of law referred to in the advertisement of the lawyer(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 lawyer(s) or the firm belongs.

Finally, the statement of qualifications must be clearly legible. Rule 4-7.12(d). If the advertisement appears in a language other than English, the statement of qualifications must appear in that language. Rule 4-7.12(c).