

THE FLORIDA BAR

STANDING COMMITTEE ON ADVERTISING

GUIDELINES FOR A LAWYER'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 lawyer'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 lawyer; 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 lawyer 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 lawyer is a member.

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).