

# THE FLORIDA BAR STANDING COMMITTEE ON ADVERTISING

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## GUIDELINES FOR A QUALIFYING PROVIDER'S STATEMENT OF QUALIFICATIONS AND EXPERIENCE

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Rule 4-7.18(b)(2)(C) requires that every written communication from a qualifying provider to a prospective client be accompanied by a factual statement detailing the background, training, and experience of the lawyers to whom the recipient may be referred or matched. Qualifying providers include lawyer referral services, matching services, group or pooled advertising programs, directories, or tips or leads generators. For the definition of qualifying provider, please see Rule 4-7.22(b).

The SCA has determined that the following ordinarily must be included in the statement of qualifications:

The number of lawyers participating in the qualifying provider.

- The areas of practice of the participating lawyers available for potential clients to choose from.
- For each area of practice, the number of participating lawyers who practice in that area, together with a range of years of experience of those lawyers 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 lawyers.
- The minimum requirements the qualifying provider has established for membership in the service.
- The length of time the qualifying provider has been in existence.
- Geographic locations of lawyers participating in the qualifying provider.

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).