

**RULES REGULATING THE FLORIDA BAR**

**Appendix B**

**CHAPTER 4 RULES OF PROFESSIONAL CONDUCT  
4-7 INFORMATION ABOUT LEGAL SERVICES  
RULE 4-7.19 EVALUATION OF ADVERTISEMENTS**

- (a) Filing Requirements.** [NO CHANGE]
- (b) Evaluation by The Florida Bar.** [NO CHANGE]
- (c) Preliminary Opinions.** [NO CHANGE]
- (d) Opinions on Exempt Advertisements.** [NO CHANGE]
- (e) Facial Compliance.** [NO CHANGE]
- (f) Notice of Compliance and Disciplinary Action.** [NO CHANGE]
  - (1) [NO CHANGE]
  - (2) [NO CHANGE]
  - (3) [NO CHANGE]
  - (4) [NO CHANGE]
  - (5) [NO CHANGE]
- (g) Notice of Noncompliance.** [NO CHANGE]

**(h) Contents of Filing.** A filing with The Florida Bar as required or permitted by this rule must include:

(1) [NO CHANGE]

(2) [NO CHANGE]

(3) [NO CHANGE]

(4) [NO CHANGE]

(5) [NO CHANGE]

(6) [NO CHANGE]

(7) [NO CHANGE]

(8) ~~a fee paid to The Florida Bar, in an amount of \$150 for each advertisement timely filed as provided in this rule, or \$250 for each advertisement not timely filed, which set by the bar's executive director as approved by the Board of Governors. The Florida Bar will provide the Florida Supreme Court with 30 days' notice prior to the effectiveness of any increase in the amount of a fee or the imposition of any new fee. These fees will be used to offset the cost of evaluation and review of advertisements submitted under these rules and the cost of enforcing these rules; and~~

(9) [NO CHANGE]

**(i) Change of Circumstances; Refiling Requirement.** [NO CHANGE]

**(j) Maintaining Copies of Advertisements.** [NO CHANGE]

The proposed changes are to provide the bar greater flexibility when updating the advertisement filing fees to reflect increasing program costs similar to existing language found in R. Regulating Fla. Bar 1-3.10(d). As indicated in the rule, these fees are intended to “offset the cost of evaluation and review of advertisements submitted under these rules and the cost of enforcing these rules.” However, these fees were last increased in 2006 and the program’s operating costs are now well in excess of the filing fees received. If revised, the language would permit The Florida Bar to adjust these fees as needed to offset the program’s costs.

	<b>Comment</b>
[NO CHANGE]	

**RULE 4-7.20 EXEMPTIONS FROM THE FILING AND REVIEW REQUIREMENT**

The following are exempt from the filing requirements of rule 4-7.19:

**(a)** [NO CHANGE]

**(b)** [NO CHANGE]

(1) [NO CHANGE]

(2) [NO CHANGE]

(3) [NO CHANGE]

(4) [NO CHANGE]

**(c)** [NO CHANGE]

**(d)** [NO CHANGE]

**(e)** [NO CHANGE]

**(f)** professional announcement cards stating new or changed associations, new offices, and similar changes relating to a lawyer or law firm, and that are mailed only to other lawyers, relatives, close personal friends, and existing or former clients;~~and~~

**(g)** information contained on the lawyer's Internet website(s);  
and

(h) advertisements and other communications regarding legal services made by or on behalf of a legal aid organization, which is a not-for-profit business entity as defined elsewhere in these rules.

The Supreme Court of Florida requested that the bar review the issue of "clarifying advertising rules for legal aid organizations" by letter dated August 1, 2023 after review of the report and recommendations of The Florida Bar's Special Committee on Greater Public Access to Legal Services submitted to the Supreme Court on March 22, 2023.