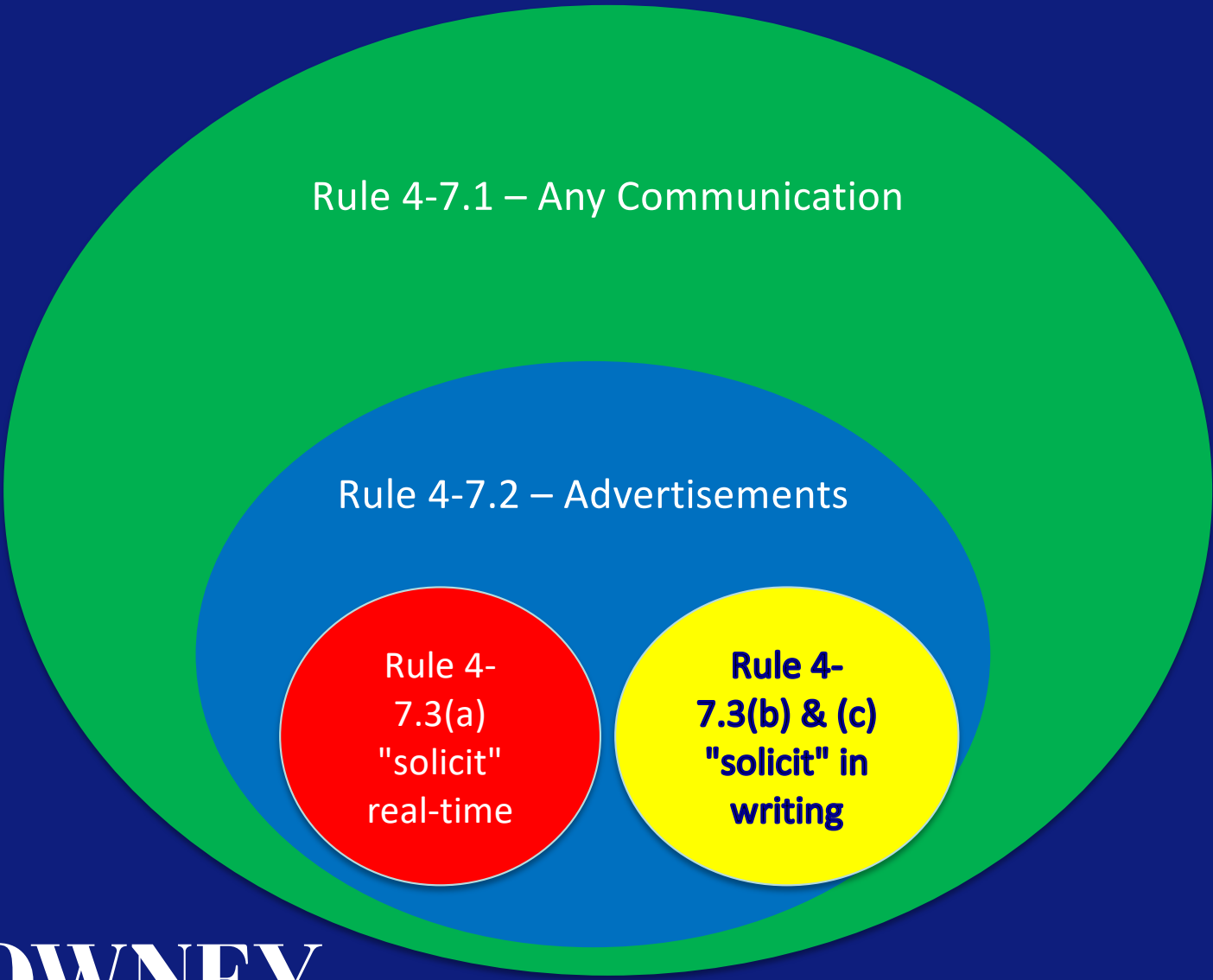


Ethics and Lawyer Marketing

Michael Downey

December 2020



Rule 4-7.1 – Any Communication

Rule 4-7.2 – Advertisements

Rule 4-
7.3(a)
"solicit"
real-time

**Rule 4-
7.3(b) & (c)
"solicit" in
writing**

Missouri Rule 4-7.1 – “All Communications”

A lawyer shall not make a false or misleading communication about the lawyer or the lawyer's services. A communication is false if it contains a material misrepresentation of fact or law. A communication is misleading if it:

- (a) omits a fact as a result of which the statement considered as a whole is materially misleading;
 - (b) is likely to create an unjustified expectation about results the lawyer can achieve;
 - (c) proclaims results obtained on behalf of clients, such as the amount of a damage award or the lawyer's record in obtaining favorable verdicts or settlements, without stating that past results afford no guarantee of future results and that every case is different and must be judged on its own merits;
 - (d) states or implies that the lawyer can achieve results by means not substantiated;
 - (e) compares the quality of a lawyer's or a law firm's services with those of another lawyer or law firm without substantiation;
 - (f) advertises for a specific type of case concerning which the lawyer has no prior experience or specialization;
 - (g) indicates an area of practice in which the lawyer routinely handles cases, although the lawyer has not handled such a case for a substantial period of time or has handled only a few such cases;
 - (h) contains any paid testimonial about or endorsement of the lawyer or the law firm, unless the testimonial or endorsement has been made for the lawyer or law firm by a person who has been shown to be qualified to evaluate the lawyer or law firm and to make such a statement, and it is a simulation;
 - (i) contains any simulated portrayal of a lawyer, client, victim, or witness, unless it is a simulation;
 - (j) provides an office address for an office staffed only part-time, unless such fact; or
 - (k) states that legal services are available on a contingent or other basis, unless such fact; or

ent may be

379 Words

11 Sub-Parts

Rule 4-7.2 – Advertising Imposes

- Record-keeping requirements
- Conspicuous Disclaimer – "The choice of lawyer is an important decision and should not be based solely upon advertisements."
- "Tombstone" Exception – ads that only include name, firm name, contact information, fields of practice, bar admissions

757 Words

20 Sub-Parts

Rule 4-7.3 Solicitations

This Rule 4-7.3 applies to in-person and written solicitations by a lawyer with persons known to need legal services of the kind provided by the lawyer in a particular matter for the purpose of obtaining professional employment.

819 Words

18 Sub-Parts

- (a) In-person solicitation. A lawyer **may not initiate the in-person, telephone, or real time electronic solicitation** of legal business under any circumstance, other than with an existing or former client, lawyer, close friend, or relative.
- (b) Written Solicitation. A lawyer **may initiate written solicitations** to an existing or former client, lawyer, friend, or relative without complying with the requirements of this Rule 4-7.3(b). Written solicitations to others are subject to the following requirements:
- (1) any written solicitation by mail shall be plainly marked “**ADVERTISEMENT**” on the face of the envelope and all written solicitations shall be plainly marked “ADVERTISEMENT” at the top of the first page in type **at least as large as the largest written type used in the written solicitation**;
 - (2) . . .
 - (3) each written solicitation must include the following:
“Disregard this solicitation if you have already engaged a lawyer in connection with the legal matter referred to in this solicitation. You may wish to consult your lawyer or another lawyer instead of me (us). The exact nature of your legal situation will depend on many facts not known to me (us) at this time. You should understand that the advice and information in this solicitation is general and that your own situation may vary. This statement is required by rule of the Supreme Court of Missouri;” (87 words)

Rule 4-7.4 – Communicating Fields of Practice and Specialization

A lawyer may communicate the fact that the lawyer does or does not practice in particular fields of law. Any such communication shall conform to the requirements of Rule 4-7.1.

Except as provided in Rule 4-7.4(a) and (b), a lawyer shall not state or imply that the lawyer is a specialist unless the communication contains a disclaimer that neither the Supreme Court of Missouri nor The Missouri Bar reviews or approves certifying organizations or specialist designations.

- (a) A lawyer admitted to engage in patent practice before the United States Patent and Trademark Office may use the designation "patent attorney" or a substantially similar designation;
- (b) A lawyer engaged in admiralty practice may use the designation "admiralty," "proctor in admiralty" or a substantially similar designation.

Rule 4-7.5 – Firm Names

- (a) A lawyer shall not use a firm name, letterhead, or other professional designation that violates Rule 4-7.1. A trade name may be used by a lawyer in private practice if it does not imply a connection with a government agency or with a public or charitable legal services organization and is not otherwise in violation of Rule 4-7.1.
- (b) A law firm with offices in more than one jurisdiction may use the same name or other professional designation in each jurisdiction, but identification of the lawyers in an office of the firm shall indicate the jurisdictional limitations on those not licensed to practice in the jurisdiction where the office is located.
- (c) The name of a lawyer holding a public office shall not be used in the name of a law firm, or in communications on its behalf, during any substantial period in which the lawyer is not actively and regularly practicing with the firm.
- (d) Lawyers may state or imply that they practice in a partnership or other organization only when that is the fact.

	ABA Model Rule	Missouri Rule
Rule 7.1/4-7.1 – All communications	49 words 1 subpart	379 words 11 subparts
Rule 7.2/4-7.2 – Advertisements	270 words 13 subparts	757 words 20 subparts
Rule 7.3/4-7.3 – “Solicitations”	260 words 10 subparts	809 words 18 subparts
Rule 7.4/4-7.4 – Specialist designations	0 Merged into Rule 7.2	124 words 3 subparts
Rule 7.5/4-7.5 – Firm names	0 Merged into Rule 7.1 comment [5]	177 words 4 subparts

“Summary Guidance” on Missouri Ethics Rules – Advertising

- All communications must be totally truthful
- (Almost) all advertisements need the “Choice of lawyer . . .” disclaimer
- Certain content receive higher scrutiny and regulation

“Highly Scrutinized” Content

- Discussions of **past results** (Rule 4-7.1)
- (Non-verifiable) **comparisons** with other lawyers (4-7.1)
- Requests seeking **work the lawyer (generally) has not or does not do** (Rule 4-7.1)
- **Testimonials** and **simulations** (Rule 4-7.1)
- Claims of **expertise** (Rule 4-7.4)
- Claims regarding **office locations** (4-7.1 and 4-7.2)
- Claims regarding **money – fees and expenses** (Rule 4-7.1 and 4-7.2)

Rule 4-7.2(f) Disclaimer for (Virtually) All Advertisements

Any advertisement or communication made pursuant to this Rule 4-7.2, other than written solicitations governed by the disclosure rules of Rule 4-7.3(b), shall contain the following conspicuous disclosure:

“The choice of a lawyer is an important decision and should not be based solely upon advertisements.”

"Conspicuous" means that the required disclosure must be of such size, color, contrast, location, duration, cadence, or audibility that an ordinary person can readily notice, read, hear, or understand it.

Rule 4-7.2(g) “Tombstone” Exception to Rule 4-7.2(f) Disclaimer

The disclosures required by Rule 4-7.2(e) and (f) need not be made if the information communicated is limited to the following:

- (1) the **name of the law firm** and the **names of lawyers** in the firm;
- (2) one or more **fields of law** in which the lawyer or law firm practices;
- (3) the **date and place of admission** to the bar of state and federal courts; and
- (4) the **address**, including e-mail and web site address, telephone number, and **office hours**.

“Summary Guidance” on Missouri Ethics Rules – Solicitations

- **Lawyers** and **non-strangers** may be **solicited** (truthfully)
- **Solicitation** of **nonlawyer strangers** may only be by regular US Mail – with lots of disclaimers, requirements, and restrictions
- In-person and real-time **solicitations** of nonlawyer strangers are strictly prohibited
- A **solicitation** would be a communication seeking engagement on a specific legal matter
 - Non-profits are generally excluded from these regulations

Definition of Solicitation

“This Rule 4-7.3 applies to in-person and written solicitations

- by a lawyer
- with persons known to need legal services of the kind provided by the lawyer
- in a particular matter
- for the purpose of obtaining professional employment.”

Not a Solicitation

“[A] lawyer’s communication typically does not constitute a solicitation if it is

- **directed to the general public**, such as through a billboard, an Internet banner advertisement, a website or a television commercial, or if it is
- **in response to a request for information** or is automatically generated in response to Internet searches.”

Missouri Opinion 20070003

- QUESTION: Attorney would like to send out a newsletter to clients and potential clients, i.e. individuals with whom the firm has not had a prior relationship of any kind. Would this practice violate rules 4-7.1, 4-7.2, 4-7.3(b) or 7-7.4?

Missouri Opinion 20070003: Answer

- ANSWER: If the newsletter is sent only to clients and others whom Attorney is not aware have a specific need, it does not need to comply with Rule 4-7.3.
- The newsletter must comply with Rules 4-7.1, 7.2, 7.4 and 7.5.
- There are no concerns with Rule 4-7.1, assuming that all of the information is truthful and not misleading. Attorney should include the “choice” statement found in Rule 4-7.2(f).

Missouri Informal Opinion 2018-13

- Attorney plans to present educational seminars about estate planning.
 - At the end of the seminar, a non-lawyer presenter will give information about costs of estate planning and offer audience members a discount certificate for Attorney's estate planning services.
 - Alternatively, Attorney is considering sending attendees a follow-up letter describing Attorney's services and enclosing a discount certificate. May Attorney participate in the program?

Missouri Informal Opinion 2018-13:

Answer

- Attorney may give educational seminars. It is permissible for information about Attorney's legal services to be available at the seminar for inquirers, **but Attorney may not initiate the in-person solicitation of legal business.**
- The promotion of Attorney's services or offering of a discount certificate at the seminar would constitute in-person solicitation prohibited by Rule 4- 7.3.
- **Attorney may not violate Rule 4-7.3 through the actions of another, including a non-lawyer co-presenter at the seminar. See Rule 4-8.4(a).**
- Attorney may mail attendees a solicitation letter after the seminar if the written solicitation complies in all respects with Rule 4-7.3, Direct Contact with Prospective Clients.

“Summary Guidance” on Missouri Ethics Rules – Payments

- May pay **ordinary advertising costs** (Rule 4-7.2)
- May **not pay** for **referrals** (Rule 4-7.2)
 - Rule 4-1.5(e) permits fee sharing if joint responsibility and client consent
- May not **share fees with non-lawyers** (Rule 4-5.4)

Paying for Lawyer Marketing – Rule 4-7.2(c)

A lawyer shall not give anything of value to a person for recommending the lawyer's services, except that:

- (1) a lawyer may pay **the reasonable cost of advertising** or written communication permitted by this Rule 4-7.2;
- (2) a lawyer may pay the reasonable cost of advertising, written communication, or other notification required in connection with the sale of a law practice as permitted by Rule 4-1.17; and
- (3) a lawyer may pay the usual charges of a qualified lawyer referral service registered under Rule 4-9.1 or other not-for-profit legal services organization.

“Summary Guidance” on Claims of Specialization

Any form of “specialist” or “expert” requires certain disclaimers

May specify specific field of practice

Okay to say

Legal ethics lawyer

Focus on/practice exclusively legal ethics

Only with special disclaimer can you say you (are):

Legal ethics expert or specialist

Expert on legal ethics

Specialize in legal ethics

Certified as legal ethics specialist

“Summary Guidance” on Naming Your Firm – Rule 4-7.5

- Must be totally truthful
 - Trade names okay
 - Beware “high scrutiny” language (like comparatives)
- Should be easily said and spelled
- Should link to your website (URL address)

Firm Size

- Smith Downey – 2+ partners, current or former
- Downey & Associate -- 1 partner plus at least one associate
- Downey & Associates -- 1 partner plus multiple associates
- Downey Law Firm – 1 lawyer
- Downey Law Group – > 1 lawyer
- Law Office of Michael Downey – 1 lawyer
- Law Offices of Michael Downey – 1 lawyer

Missouri Opinion 20000142

Attorney is forming a new law firm. It will initially consist of at least one principal, X, and one associate.

It will be an LLC, consisting only of attorneys.

Can the name of the law firm be The X Group or The X Law Group.

Is there any problem if eventually there was only one attorney in the firm?

Is there any problem if the associate eventually becomes a partner?

Missouri Opinion 20000142

Answer

- It would be permissible for a law firm consisting of a principal and associate or two principals to be known as The X Group, L.C.
- It would **not be permissible to use the word 'group,'** if the firm **consists of only one attorney.**

Multi-State Practice – Rule 4-5.5

- (a) A lawyer shall **not practice law in a jurisdiction in violation of the regulation of the legal profession** in that jurisdiction or assist another in doing so.
- (b) A lawyer who is **not admitted** to practice in this jurisdiction **shall not**:
 - (1) except as authorized by this Rule 4 or other law, **establish an office or other systematic and continuous presence** in this jurisdiction for the practice of law;
or
 - (2) **hold out to the public** or otherwise represent that the lawyer is admitted to practice law in this jurisdiction.

•

So, How Do You Market Ethically?

Client Development Funnel



Initial Questions

- What service will you offer?
- To whom?
 - Particular client profile
 - Client or referral source
- How (and how much) will they pay for it?

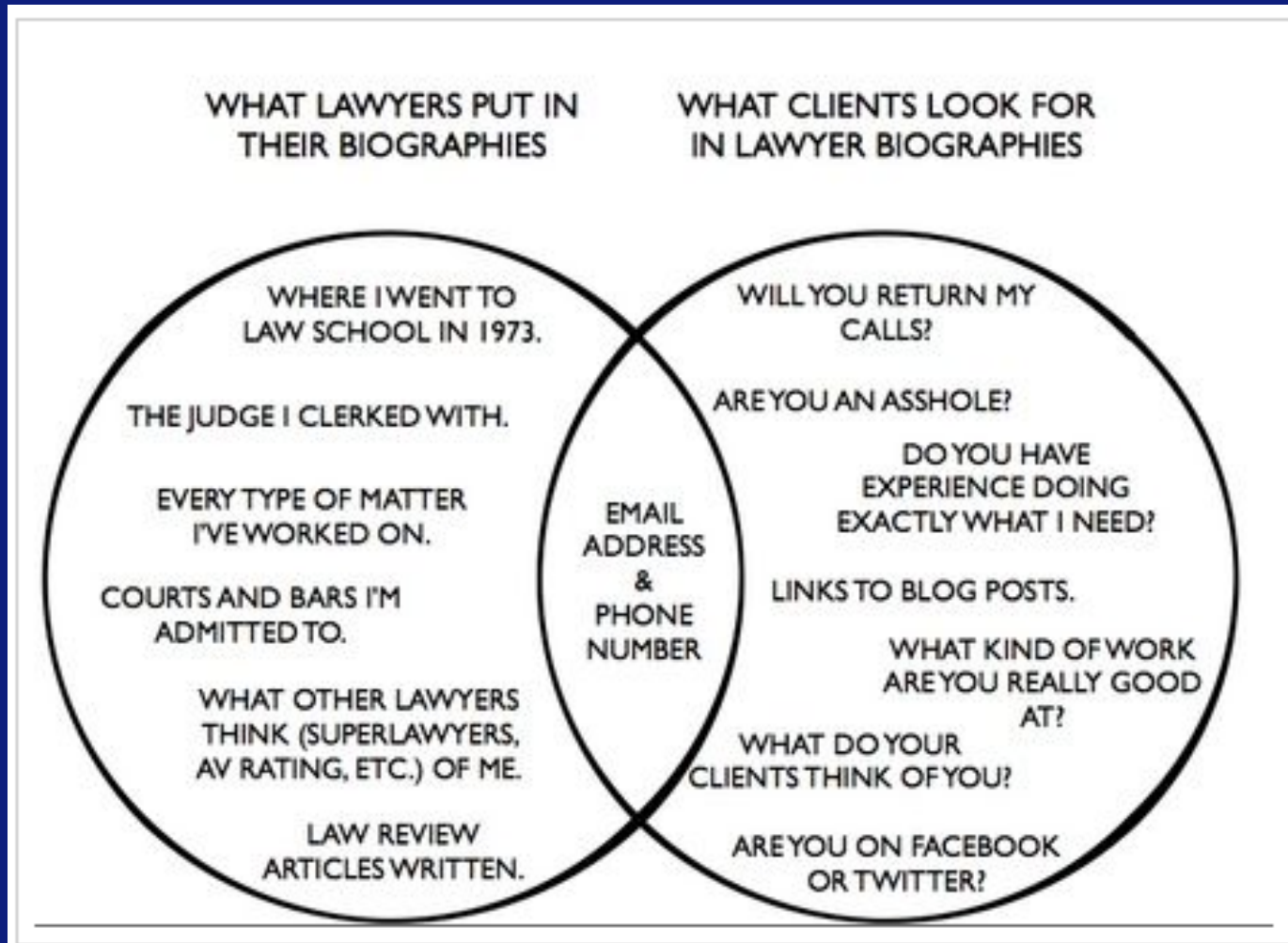
Key Issues

- Differentiation from competition
 - What do you want for dinner?
 - Food court versus cafeteria
 - The restaurant that serves everything

Major Competition for Services

- Other law firms
- Potential client him/herself

Communicate What Your Prospects Want



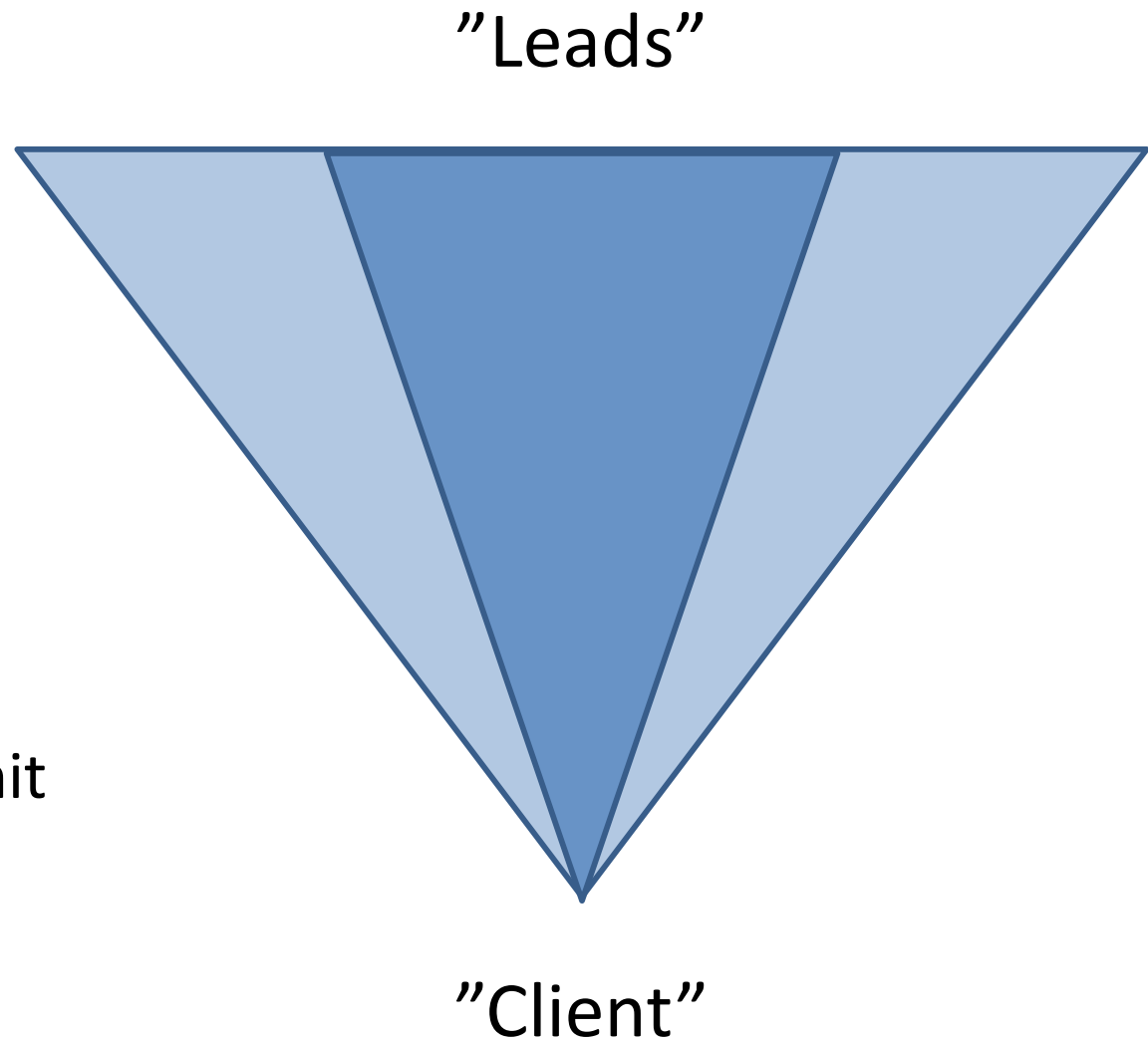
Client Development Funnel



How does the firm
develop leads
(prospects)?

What is the firm's
"Conversion Rate"?
(Leads to clients)

What is the "Return on
Investment (ROI)"? (Unit
of cost per amount of
revenue)



Developing Leads

- Buying leads
 - Permitted under Rule 4-7.2
 - But buying clients not permitted
- Organic development of leads
 - Offer something the potential client wants

Return on Investment

- Costs
(Time and money)
- Leads/unit
- Clients/unit
- Fees/cost unit
- Ad: \$1,000 + 1 hour
- 5 **leads**/ad
- 1 **client**/ad for estate plan (\$1500)
- \$1500/ad

SEM

SEM

SEO

Google

springfield missouri auto accident lawyer

All

Maps

News

Shopping

Images

More

Settings

Tools

About 4,640,000 results (0.76 seconds)

Ad · www.autoinjury.com/Accident/Attorneys · (417) 265-5648

Injured In an Accident? | Call Aaron Sachs & Associates

Don't Pay the Price for Another's Negligence. Call Aaron Sachs & Associates Now! You Don't Pay Unless We Win. See Why Clients Turn To Our Firm for the Help They Need. Get Legal Help Now. No Fee Unless We Win. We Keep Clients Informed. Free Consultations.

Hurt in a Truck Accident?

We're Here to Help You Get Back on Your Feet After a Serious Accident.

Injury FAQ

Get Your Questions Answered Today.

Get In Touch With Our Firm Today.

Ad · www.stlinjury.lawyer/ · (314) 782-8059

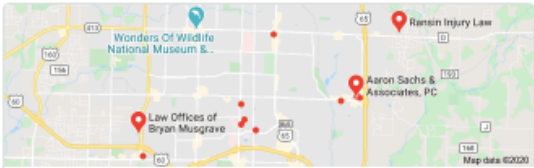
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Strong-Garner-Bauer P.C. ·

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Springfield, MO

Closes soon · 5PM · (417) 228-8040

WEBSITE · DIRECTIONS

Ransin Injury Law

4.8 ★★★★★ (17) · Personal injury attorney

Springfield, MO

Open 24 hours · (417) 881-8282

Their website mentions auto accident lawyer

WEBSITE · DIRECTIONS

Law Offices of Bryan Musgrave

5.0 ★★★★★ (31) · Personal injury attorney

Springfield, MO

Closes soon · 5PM · (417) 322-2222

... their hardest to get me a fair settlement after my auto accident.*

WEBSITE · DIRECTIONS

Aaron Sachs & Associates, P.C.

4.1 ★★★★★ (153) · Personal injury attorney

Springfield, MO

Closes soon · 5PM · (417) 889-1400

... a settlement after being run off the road by a road rage driver."

WEBSITE · DIRECTIONS

More places

lawyers.findlaw.com · Car Accident · Missouri ·

Best Springfield Car Accident Lawyers & Law Firms - Missouri ...

Find top Springfield, MO Car Accident attorneys near you. Compare detailed profiles, including free consultation options, locations, contact information, awards ...

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Springfield Car Accident Attorney. Springfield Car Accident lawyers Serious car accidents are often life-changing events and many are highly preventable. After an ...

Why Choose Our Car Accident Lawyers?

Is Missouri a Comparative Negligence State?

How Long Do I Have To File My Car Accident Claim?

Show more

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Springfield Personal Injury Lawyer | Bolivar, MO

Whether an injury was inflicted intentionally or carelessly, we are committed to helping you obtain fair compensation as you heal. Not many personal injury and ...

Top 20 most expensive keywords in the US 2019 and 2020

Keyword	Cost Per Click
gartner contact center as a service	\$867
aegon structured settlements	\$820
nearest 24 hour emergency clinic	\$732
software developer startup	\$689
identity access management best practices	\$686
workers comp structured settlement	\$620
oklahoma truck accident lawyer	\$595
structured settlement lawyers	\$588
miami auto accident lawyer	\$576
drupal development services	\$555
attorney car	\$552
what does structured settlement mean	\$549
novation structured settlements	\$543
malpractice lawyers philadelphia pa	\$535
auto accident attorney nashville	\$530
do i have a structured settlement	\$505
accident lawyer nearby	\$496
big truck accident attorney	\$468
tacoma accident attorney	\$465



On-Line Lawyer Match Services

- Consumer provides information and is automatically "matched" to possible attorneys
- Allowed generally as long as
 - (a) the employees of the on-line referral service **do not engage in any type of evaluation of the potential client's submission**;
 - (b) the search results are reported such that **no lawyer is offered as an "expert,"** and so the client has some choice in whom they will approach; and
 - (c) **site does not share fees** with the lawyer

Missouri Opinion 20040013

May Attorney participate in an advertising program where television ads tell people that, if they have been injured, they can call a toll free number?

Participating attorneys are then given the names and phone numbers of people from their areas who call.

Each attorney has the exclusive right to receive the names of people who call from the attorney's geographical area.

Missouri Opinion 20040013: Answer

Based on the provided information, Attorney may participate in this type of joint advertising. The advertisements, themselves, must comply with the Missouri Rules of Professional Conduct.

Referrals

Permissible Referrals

- Not exclusive – suitable “in professional judgment”

No Paying for Referrals

Missouri Rule 4-7.2(c)

A lawyer shall not give anything of value to a person for recommending the lawyer's services, except that:

- (1) a lawyer may pay the reasonable cost of advertising or written communication permitted by this Rule 4-7.2;
- (2) a lawyer may pay the reasonable cost of advertising, written communication, or other notification required in connection with the sale of a law practice as permitted by Rule 4-1.17; and
- (3) a lawyer may pay the usual charges of a qualified lawyer referral service registered under Rule 4-9.1 or other not-for-profit legal services organization.

Splitting Fees Among Lawyers – Rule 4-1.5(e)

- Either (a) proportionate to services performed or (b) each lawyer assumes joint responsibility
- Client agrees to association – confirmed in writing
- Total fee is reasonable

Splitting Fees with Non-Lawyers – Generally Barred Under Rules 4-5.4(a)

A lawyer or law firm shall not share legal fees with a nonlawyer, except that:

- (1) an agreement by a lawyer with the lawyer's firm, partner, or associate may provide for the **payment of money, over a reasonable period of time after the lawyer's death**, to the lawyer's estate or to one or more specified persons;
- (2) a lawyer who undertakes to **complete unfinished legal business of a deceased lawyer** may pay to the estate of the deceased lawyer that proportion of the total compensation that fairly represents the services rendered by the deceased lawyer;
- (3) a **lawyer who purchases the practice of a deceased, disabled, or disappeared lawyer** may, pursuant to the provisions of Rule 4-1.17, pay to the estate or other representative of that lawyer the agreed-upon purchase price;
- (4) a lawyer or law firm may **include nonlawyer employees in a compensation or retirement plan**, even though the plan is based in whole or in part on a profit-sharing arrangement; and
- (5) a lawyer may **share court-awarded legal fees with a nonprofit organization** that employed, retained, or recommended employment of the lawyer in the matter.

. . . And Rule 4-7.2

A lawyer shall not give anything of value to a person may for recommending the lawyer's services, except that:

- (1) a lawyer pay the reasonable cost of advertising or written communication permitted by this Rule 4-7.2;
- (2) a lawyer may pay the reasonable cost of advertising, written communication, or other notification required in connection with the sale of a law practice as permitted by Rule 4-1.17; and
- (3) a lawyer may pay the usual charges of a qualified lawyer referral service registered under Rule 4-9.1 or other not-for-profit legal services organization.

Build Engagement

Questions for Building Engagement

- Now that you have attention, what will keep them coming back to you
 - Valuable information
 - Enjoyment
- What will turn them off?
 - Harassment
 - Wasting their time and resources

Turn Opportunities Into Clients

Key Questions for Converting Opportunities

- Will they think of you when the opportunity comes
- Will they seek you out
 - Do you frighten them
 - How do you reduce fear
 - Explain legal issues
 - Clear and reasonable fee system

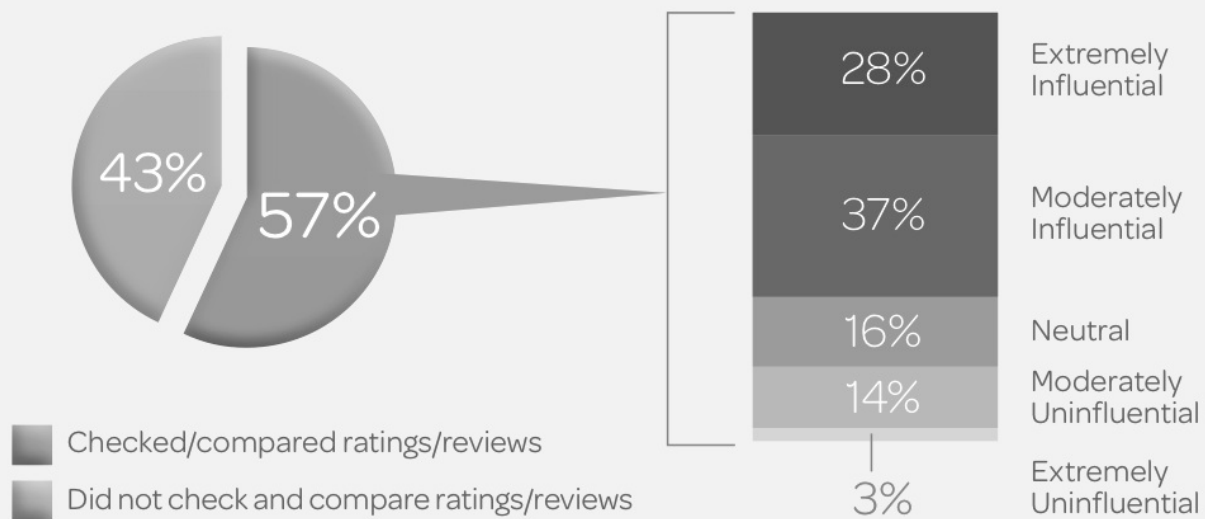
“Recycle” Opportunity

Best Potential Sources of Work

- Current clients
- Former clients
- Make sure your clients and former clients will tell people to call you

Reviews – and Negative Reviews

Influence of Ratings and Reviews



Influence of ratings and reviews by those who sought an attorney in the past year.

Missouri Informal Opinion 20010107

Attorney recently launched a website for Attorney's firm.

A client viewed the website and offered to serve as a reference and speak to clients about the services that Attorney offers.

Would this breach any ethical guidelines if Attorney were to post this information on Attorney's website? Any statements would come directly from the client with complete consent.

Missouri Informal Opinion 20010107

Answer

It is generally permissible for Attorney to use a client testimonial in advertising, such as a website. The testimonial cannot include statements or information that would violate any of the rules regarding advertising, Rules 4-7.1-4-7.5.

RESOURCES

[Opinions](#)

[Rules](#)

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[Commonly Asked Legal Questions](#)

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OPINION 685



Bookmark

QUESTION PRESENTED

Under the Texas Disciplinary Rules of Professional Conduct, may lawyers encourage current and former clients to post positive reviews or comments and favorable “star” ratings of the lawyer through a search engine’s or social media platform’s review feature?

STATEMENT OF FACTS

An online search engine includes a feature that allows users to post reviews of business organizations and professionals, such as law firms and lawyers. The lawyer has no control over the search engine, which allows users to post a “star” rating of the lawyer and make comments that can be seen by other users of the search engine. An aggregate star rating of the lawyer appears on the search engine when a user searches the name of the lawyer. Star ratings and comments left by individual users can also be seen by users of the search engine.

The lawyer desires a favorable star rating on the search engine and user comments that cast the lawyer in a positive light. To achieve this, the lawyer asks current and former clients to leave positive comments and favorable star ratings. The lawyer does not pay or provide anything of value in exchange for these favorable reviews.

DISCUSSION

CONCLUSION

The Texas Disciplinary Rules of Professional Conduct do not prohibit a lawyer from encouraging current and former clients to leave positive reviews or ratings online, provided that the lawyer does not encourage the clients to make statements that are false, misleading, or unfounded. If a lawyer becomes aware that a client posted a favorable review that is false, misleading, or unfounded, the lawyer should take reasonable steps to see that the statement is corrected or removed.

Lawyer accused of revealing TMI in response to bad Avvo review is reprimanded; overdraft also cited

BY DEBRA CASSENS WEISS

JANUARY 21, 2014, 11:45 AM CST



A Chicago lawyer accused of disclosing confidential information about a client in response to his bad Avvo review has been reprimanded partly for the revelation.

Employment lawyer Betty Tsamis “exceeded what was necessary to respond to [the client’s] accusations,” according to stipulated findings of fact. The [Legal Profession Blog](#) links to the [joint stipulation and reprimand](#) by the Hearing Board of the Illinois Attorney Registration and Disciplinary Commission.

Tsamis also bounced a check to a client, partly because she failed to account for credit card fees charged to her client trust account, according to the stipulated facts. She made good on the check with money from her own funds.

Tsamis’ Avvo revelation occurred as a result of a negative online review by an American Airlines flight attendant who hired Tsamis in an unsuccessful effort to secure unemployment benefits. The attendant had been fired for allegedly assaulting a co-worker. Tsamis asked the former client to remove his first review, posted in February 2013, and he responded that he would do so if Tsamis returned his files and the \$1,500 he had paid in attorney fees.

Avvo removed the post, spurring a second negative review by the former client. This time, Tsamis responded to the post and revealed confidential

The disciplinary complaint [had alleged](#) that Tsamis wrote this: “I dislike it very much when my clients lose, but I cannot invent positive facts for clients when they are not there. I feel badly for him, but his own actions in beating up a female co-worker are what caused the consequences he is now so upset about.” One of Tsamis’ lawyers has said he thinks the client was not identified by last name on the Avvo website when Tsamis responded to his criticism.

Responding to Negative Reviews

Rule 4-1.6 Duty of Confidentiality Limits Responses

The Lunceford Law Firm
612 SW 3rd St d, Lee's Summit, MO 6...
Attorney

[PLACE DETAILS](#)



James Lyon

★ ★ ★ ★ ★ 5 years ago

I contacted this attorney for an FSLA case and his response was it's not worth my time. Apparently if he can't make a ton of money he is not interested in helping.



Like



Share

Response from the owner 7 months ago

Well...we dont take frivolous cases, or promise to make you a bunch of money if your case sucks. Or take cases for people with attitudes bc life is too short!

Summary for Business Development

- Rule 4-7.1 – “Say it only if you would swear to it . . . And could prove it.”
- Rule 4-7.2 – Include the “Choice of Lawyer” disclaimer if more than (plain) business card content
- Rule 4-7.3 – Beware **soliciting** non-lawyer strangers
 - Never “real time”
 - Non-real time has lots of requirements
- Rule 4-7.4 – “**Expert!**” and “**special!**” require caution (and a disclaimer)

Thank you



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