Proposed Amendment to Rule 7.2 of the Michigan Rules of Professional Conduct
Rule 7.2 Advertising

Subject to the provisions of these rules, a lawyer may advertise. A copy or recording of an advertisement or communication shall be kept for two years after its last dissemination along with a record of when and where it was used.

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

Pay the reasonable cost of advertising or communication permitted by this rule;
Participate in, and pay the usual charges of, a not-for-profit lawyer referral service or other legal service organization that satisfies the requirements of Rule 6.3(b); and
Pay for a law practice in accordance with Rule 1.17.
Reasons For The Change

- Protection of the public
- Prevent unauthorized practice of law: non-lawyer case brokers
- Require out-of-state lawyers to clearly identify themselves
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*Services of a lawyer or law firm that are advertised under the heading of a phone number, web address (i.e. law.com), image, or icon shall identify the lawyers or law firm providing the services. Any website advertising the services of a lawyer or law firm must contain the name(s) of the attorney(s) providing the services.*
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Factors to Consider

First Amendment Issues:

● Commercial speech

● Attorney advertising is already subject to regulation

● Giving the public more information

● Giving the public accurate information
Injured? Insurance headache?
Gold Star Law
1-800-WAGES-10

We’re not just tough - we’re Gold Star tough
Websites

Any website advertising the services of a lawyer or law firm must contain the name(s) of the attorney(s) providing the services.
The Motor City Accident Attorneys team of attorneys are an aggressive, ethical and results-driven law firm that's 100% committed to helping and representing accident and injury victims. Our goal is to achieve the best outcome for our clients, who have the right to receive maximum compensation for their injuries. The Motor City Accident Attorneys team of attorneys don’t represent big corporations, insurance companies, product manufacturers or government establishments. We only fight for the rights of those who need it the most—injured victims and their families.

The Motor City Accident Attorneys team of attorneys know that victims that have suffered from an injury or the wrongful death of a loved one face various financial hardships, physical and emotional pain. Medical bills, prescription drugs, lost wages and long-term health care can be incredibly expensive and overwhelming for the victims to deal with. Unfortunately, big corporations and insurance companies are also difficult to deal with, and they try to pay the least amount of compensation possible for the serious injuries the victim has sustained and in the worst cases, wrongful death.

Our team of attorneys at Motor City Accident Attorneys have the determination, experience and proper resources needed to pursue each case relentlessly, and we are not intimidated by large corporations. If your case is not settled, our attorneys are prepared to fight for your compensation at trial. In negotiations, mediation, or dispute resolution, we won’t hesitate in proceeding to court if a fair settlement for our client can’t be reached.

If you or a loved one has been injured in an accident, the Motor City Accident Attorneys team of attorneys want to lend you a hand. Our knowledgeable staff is available to answer the phone 24 hours a day, 7 days a week whenever you call our office. If you’re unable to travel to our office because of your injuries, we’ll personally visit you at your home, hospital or doctor’s office whenever necessary. Your case will always be handled by one of our personal injury lawyers and not a legal assistant or paralegal. Make sure you contact the Motor City Accident Attorneys team for a free consultation in Michigan, and let us provide you and your family with dedicated service and get you the compensation you deserve.

About Us | Bicycle and Pedestrian Accidents | Contact Us | Cruise and Boating Accidents | Dog Bites | Premises Liability | Slip and Fall Accidents | Truck Accidents | Workers' Compensation | Wrongful Death
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