

Colo. Lic. Paraprofe. R. Profe. Cond. 7.3

Rule 7.3 - Solicitation of Clients

(a) "Solicitation" or "solicit" denotes a communication initiated by or on behalf of an LLP or firm that is directed to a specific person the LLP knows or reasonably should know needs legal services in a particular matter and that offers to provide, or reasonably can be understood as offering to provide, legal services for that matter.

(b) An LLP shall not solicit professional employment by live person-to-person contact when a significant motive for the LLP's doing so is the LLP's or firm's pecuniary gain, unless the contact is with a:

(1) lawyer or an LLP;

(2) person who has a family, close personal, or prior business or professional relationship with the LLP or firm; or

(3) person who routinely uses for business purposes the type of legal services offered by the LLP.

(c) An LLP shall not solicit professional employment even when not otherwise prohibited by paragraph (b), if:

(1) the target of the solicitation has made known to the LLP a desire not to be solicited by the LLP; or

(2) the solicitation involves coercion, duress or harassment.

(d) Reserved.

(e) This Rule does not prohibit communications authorized by law or ordered by a court or other tribunal.

(f) Every communication from an LLP soliciting professional employment shall:

(1) include the words "Advertising Material" on the outside envelope, if any, and at the beginning and ending of any recorded or electronic communication, unless the recipient of the communication is a person specified in paragraphs (b)(1), (b)(2) or (b)(3);

(2) not reveal on the envelope or on the outside of a self-mailing brochure or pamphlet the nature of the person's legal problem;

(2.5) include the disclosures required by Rule 7.1(b); and

(3) be maintained for a period of five years from the date of dissemination of the communication, and include a copy or recording of each such communication and a sample of the envelope, if any, in which the communication is enclosed, unless the recipient of the communication is a person specified in paragraphs (b)(1), (b)(2) or (b)(3).

(g) Notwithstanding the prohibitions in this Rule, an LLP may participate with a prepaid or group legal service plan operated by an organization not owned or directed by the LLP that

uses live person-to-person contact to enroll members or sell subscriptions for the plan from persons who are not known to need legal services in a particular matter covered by the plan.

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Amended and Adopted by the Court, En Banc, April 13, 2023, effective 7/1/2023.
