

Committee Opinion
March 30, 1983

LEGAL ETHICS OPINION 508

SOLICITATION/DIRECT MAIL
ADVERTISING.

It is not ethically improper for an attorney to communicate directly with an automobile accident victim by letter for the purpose of soliciting employment for himself in a personal injury law suit, so long as the correspondence to the accident victim does not contain a false, fraudulent, misleading or deceptive statement or claim. [LE Op. 606, Renumbered LE Op. 447 on 9/8/83, DR:2-101(A) Virginia Code of Professional Responsibility]

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Legal Ethics Committee Notes. – Rule 7.1(c) requires, among other things, that the term “ADVERTISING MATERIAL” appear on the envelope.