



BOARD OF QUANTITY SURVEYORS MALAYSIA

CIRCULAR BQSM NO 2/1993

Guidelines on Advertising and Publicity for Registered Quantity Surveyors

A. DEFINITION

In these Guidelines the following expressions shall unless the context otherwise requires have the meaning respectively assigned to them namely:-

"Registered Quantity Surveyor (RQS)" means a Registered Quantity Surveyor carrying on practice as a sole proprietor or principal or Director of a firm or a company carrying on practice as Quantity Surveyors in which at least one partner or one director (as the case may be) is a RQS.

"Client" means a person or body who retains a RQS and is responsible for the payment of the RQS's fee.

"Advertisement" means any published material of any kind whatsoever issued or exhibited by or on the authority of a RQS primarily designed to promote the RQS's business.

B. ADVERTISEMENTS

1. No advertisement shall contain any of the following:

- a) *an inaccurate or misleading statement of fact;*
- b) *an explicit solicitation of instructions;*
- c) *an explicit comparison between the service offered by other Q.S firms or companies;*

- d) *a claim by the RQS publishing the advertisement to be a "Specialist" or "Expert" in any particular aspect of the work of a Quantity Surveyor.*
2. *A RQS may advertise for staff in a "Situations Vacant" section in the press, provided that any such advertisement is restrained and dignified.*
3. *A RQS may within 3 months after he has acquired a new telephone, fax, telex, a new address or after a new office or branch has been opened, a new partner has joined or a partner has retired, publish in the press and/or circulate notices to his existing clients, other members and members of allied professions briefly stating such facts.*
4. *No RQS shall allow any reference to him, his firm or his company to appear in any advertisement of manufactured products published by a commercial concern.*
5. *A RQS may include his name, firm or company in the press or any publication for congratulatory/condolence messages to his client and also in charity programmes.*

C. BROCHURES/ CURRICULA VITAE

6. *A RQS may produce a brochure/ curricula vitae (CV) or other material describing his firm and the service which it offers, provided that such brochure or other material is not sent, given or otherwise made available to clients, prospective clients or any person, unless a specific request to do so has been received from the person or organisation concerned.*
7. *Any such brochure or other material may contain:*
- a) *the name, address, telephone, telex, fax number and telegram abbreviations of the main office of the firm, together with similar information about all other offices of the firm;*
 - b) *factual information about the firm;*
 - c) *a list of directors/partners with biographical information, provided that such information is confined to those matters which are directly relevant to the Quantity Surveying profession; photographs of Directors/Partners may also be included;*
 - d) *factual information about the Quantity Surveying profession and the range of services undertaken by the firm;*
 - e) *a statement that all RQS are bound by the Board's Code of Professional Conduct;*

12. *In all contributions to the press, a RQS must observe strictly those principles of professional etiquette which demand modesty concerning personal attainments and achievements and courtesy in reference to colleagues. He must also not purport to speak for the Board of Quantity Surveyors unless he has been expressly authorised to do so.*

F. RQS IN CONTRACTING FIRMS

13. *A RQS employed by a contracting organisation shall not permit:*

- a) *the use of his name and professional designation in brochures issued by his employer in such a manner as to state or imply that any Quantity Surveying services can be provided to the public;*
- a) *any claims to provide such services to be made by his employer in any way in such brochures, advertisements for staff or by any other means.*

14. *A RQS employed by a contracting organisation shall:*

- a) *ensure that in all his public and business dealing where his professional designation is used, it shall be made clear that he is a director or employee of such organisation;*
- b) *not hold himself out to be in a professional practice or in a position to give independent advice to clients on matters related to Quantity Surveying services.*

G. PUBLIC SPEAKING

15. *A RQS speaking at a course, conference or meeting may be identified by name only.*

16. *Notwithstanding Regulation 15, a RQS speaking at a course, conference or meeting when the subject matter is related to Quantity Surveying may disclose:*

- a) *his name*
- b) *his professional designation, provided that the nature of his practice or employment is made clear.*
- c) *if he holds a full-time public appointment, the appointment so held.*

If the audience at such course, conference or meeting consists of members of allied professions or those studying to become members of allied professions, a RQS speaking or presenting a paper may also disclose the name and address of his firm or employer and the position he holds, provided that the nature of his practice or employment is made clear.

H. STATIONERY

17. *A RQS may either incorporate his name and address (but nothing more) in a postal frank, or print his name, address on envelopes, labels or other covers used to send letters or parcels by post, provided that undue prominence is not given to such name and address.*
18. *In the case of letterheads he may print his name and designation and those of his directors/partners and key personnel who are RQS, the address and telephone/telex/fax numbers and telegram abbreviation of his firm and logo(s).*

I. SIGNBOARD

19. *RQS may use signboards each of which shall not exceed an area of 30 square feet at their place of business. Signboards may also be used at project sites. All signboards used may display the firms's name, address and telephone/telex/fax number(s) and logo(s). If the RQS's firm is in joint venture with a foreign QS firm, the signboard on the project site may also include the name of the foreign firm below the RQS's firm provided that undue prominence is not given to the foreign firm.*

J. RADIO AND TELEVISION

20. *A RQS appearing on a radio or television programme, such as an individual talk, interview or group discussion, when the subject matter is related to Quantity Surveying may disclose:*
 - a) *his name;*
 - b) *his professional designation provided that the nature of his practice or employment is made clear;*
 - c) *if he holds a full-time public appointment, the appointment so held.*
21. *When the subject matter of a radio or television programme is not related to Quantity Surveying, a RQS may be identified by his name only.*
22. *In all appearance on radio or television, a RQS must observe strictly those principles of professional etiquette which demand modesty concerning personal attainments and achievements and courtesy in reference to colleagues. He must also not purport to speak for the Board of Quantity Surveyors unless he has been expressly authorised to do so.*

K. DIRECT APPROACH TO POTENTIAL CLIENTS

A RQS or a Quantity Surveying consultancy firm may approach directly persons or organisations who have an interest in service offered by RQS or Quantity Surveying consultancy firm. Such approach may include presentation of details of the experiences and services available from the RQS or Quantity Surveying Consultancy firm. However canvassing for work such as distribution of circulars concerning his practice to the general public is not permitted.

Sekian.

"BERKHIDMAT UNTUK NEGARA"

Yang benar,



*(Dato' Abdul Rahman bin Abdullah)
Yang Di Pertua
Lembaga Juruukur Bahan Malaysia*