



**BOARD OF QUANTITY SURVEYORS MALAYSIA
CIRCULAR BQSM**

NO. 5/2007

(Revision Of Circular No. 2/1993)

**Guidelines on Advertising and Publicity
for Registered Quantity Surveyors**

1. Introduction

1.1 This guideline is intended to complement the provisions of the Quantity Surveyors Act 1967 and the Quantity Surveyors (Amendment) Rules 2004.

1.2 Clause 30 (c) – A Registered Quantity Surveyor (Reg. QS) shall not advertise in connection with his profession in any manner unless it is in accordance with the guidelines as determined by the Board.

2. Definition

"Registered Quantity Surveyor" shall for the purposes of this Part IV – Code of Professional Conduct, include registered Quantity Surveyor, registered graduate Quantity Surveyor, temporary registered Quantity Surveyor and a firm or body corporate approved in writing and issued with a valid permit to practice as consulting Quantity Surveyors by the Board. (Clause 25 of the Quantity Surveyors (Amendment) Rules 2004.

"Client" means a person or body who retains a Reg. QS and is responsible for the payment of the Reg. QS's fees.

3. Objective

The objective of this guideline is to ensure responsible advertising in promoting the services of the Quantity Surveying practice.

4. Advertisements

4.1 "Advertisement" means a public promotion of services which include any notice circular, report, commentary, pamphlet, label or other document, and any announcement made orally or by any means of materials of any kind in whatever forms whatsoever issued or exhibited by or on the authority of the Reg. QS primarily designed to promote the Reg. QS's practice.

4.2 Advertisement shall not contain any of the following:

- a) an inaccurate, unreliable, untruthful, outdated information or misleading statement of fact;
- b) an explicit solicitation of instructions;
- c) an explicit comparison between the services offered by other Reg. QS practice;
- d) claim to be a "Specialist" or "Expert" in any particular aspect of Quantity Surveying services;
- e) contain a phrase which is exaggerated by reason of the improper use of words, phrases or method of presentation e.g the use of the words The Best, Superior, Supreme, Expert, Unique, Ideal or acronyms such as AOL, DHL etc;
- f) any statement which either expressly or by implication disparages, discredit or unfairly attack the value of professional services or practices of other Reg. QS;
- g) statements or visual presentation which is, or likely to be interpreted to be contrary or offensive to the standard of morality or decency prevailing in the Malaysia society or in any way defamatory or humiliating to any segment of the public.

4.3 A Reg. QS practice may advertise for staff in a "Situations Vacant" section in the press, provided that any such advertisement is restrained and dignified.

4.4 A Reg. QS may advertise his telephone, fax, e-mail, website, office or branch address, appointment of a new partner or an announcement of a partner's retirement.

4.5. A Reg. QS may include his name, practice or company in the press or any publication for congratulatory/condolence messages and also in charity programmes.

4.6 No Reg. QS shall allow any reference to him, his practice or his company to appear in any advertisement of manufactured products published by a commercial concern.

5. Company Profile

5.1 A Reg. QS may produce a company profile or the like describing his practice, the services offered, his key personnel, and his job experience.

5.2. A company profile or the like may contain:

- a) the name, address, telephone, fax number and website address for the main office of the practice, together with similar information for other offices of the practice;

- b) factual information of the practice;
- 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 practice;
- e) a statement that all Reg. QS are bound by the Board's Code of Professional Conduct;
- f) a list and photographs of projects on which the practice has been engaged;
- g) a list of clients to whom reference may be made by a prospective client, provided that such clients shall have given prior permission for the use of their names;
- h) details of the firm's ISO Certification such as the ISO certification logo and registration number.

5.3 Subject to Regulations 4.2 above, a Reg. QS may use his discretion in deciding upon the design and layout of company profile or other material.

6. BUSINESS CARDS

6.1 A Reg. QS's business cards may contain :

- his / her name,
- photograph, permitted up to Mykad size only
- qualifications,
- name of his practice,
- nature of practice,
- business address,
- telephone and fax numbers,
- e-mail and website addresses,
- registration number with BQSM,
- ISO certification
- logo(s) *

* Where there is more than one logo, the logo of his practice must be the most dominant.

The business cards may also include the names and address of branches and local and overseas associates.

7. LETTERS AND PUBLISHED ARTICLES

An article, leaflets, pamphlets, brochures, letter or other contribution by a Reg. QS in a journal, newspaper, electronic media and others related to quantity surveying or Construction Industry may bear:

- a) his name;
- b) his professional designation, provided that the nature of his practice or employment is made clear;
- c) his qualification(s), awards, titles and the like.
- d) if he holds a full-time public appointment, the appointment so held.

8. PROFESSIONAL PUBLICATIONS

In all contributions to the press, newspaper, magazines/handbook, electronic media and others, a Reg. QS 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 Malaysia unless he has been expressly authorised to do so.

9. Reg. QS IN FIRMS NOT REGISTERED WITH BQSM

In all public and business dealings where his professional designation is used, a Reg. QS employed by or owner of firms not registered with BQSM shall make clear of his position in the firm and shall not:

- a) state or imply that the firm can provide any Quantity Surveying services to the public;
- b) claims to provide any Quantity Surveying services to be made by his employer in any way in any brochures, advertisements for staff or by any other means.

hold himself out to be in professional practice or in a position to give independent advice to other parties on matters related to Quantity Surveying services in projects where his employer or his company has a vested interest.

10. PUBLIC SPEAKING

10.1 Notwithstanding Regulation 9, a Reg. QS 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) his qualification(s), awards, titles and the like.
 - d) if he holds a full-time public appointment, the appointment so held.
- 10.2 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 Reg. QS speaking or presenting a paper may also disclose the name and address of his practice or employer and the position he holds, provided that the nature of his practice or employment is made clear.

11. STATIONERY

- 11.1 A Reg. QS may either incorporate his name, address, telephone and fax numbers, e-mail and website addresses, registration number with BQSM, ISO certification and logo(s) 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. Where more than one logo appears on the envelopes, labels or other covers used to send letters or parcel by post, the logo of his practice must be the most dominant.
- 11.2 In the case of letterheads he may print his name and designation and those of his directors/partners and key personnel who are Reg. QS, the address, telephone and fax numbers, e-mail and website addresses, registration number with BQSM, ISO certification and logo(s). Where more than one logo appears on the letterheads, the logo of his practice must be the most dominant. He may also include the names and address of branches and local and overseas associates.

12. SIGNBOARD

All signboards at the place of practice used may display the firms's name, address and telephone and fax number(s), e-mail and website addresses and logo(s). Where more than one logo appears on the signboards, the logo of his practice must be the most dominant.

13. SIGNBOARDS MAY ALSO BE USED AT PROJECT SITES.

If the Reg. QS '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 Reg. QS's firm provided that undue prominence is not given to the foreign firm.

14. RADIO AND TELEVISION

- 14.1 A Reg. QS 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) his qualification(s), awards, titles and the like.
- d) if he holds a full-time public appointment, the appointment so held.

14.2 In all appearance on radio or television, a Reg. QS 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 Malaysia unless he has been expressly authorised to do so. For press releases, the contents are as approved by the Board of Quantity Surveyors Malaysia.

15. DIRECT APPROACH TO POTENTIAL CLIENTS

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

16. Review

The Board may review the guideline from time to time.

Note:

Approved by the Board of Quantity Surveyors Malaysia during its meeting held on 18 December 2007. These guidelines take effects on 1 January 2008.

By Order of The Board,



Dato' Abdull Manaf bin Haji Hashim
President
Board of Quantity Surveyors Malaysia

Date: 31 December 2007