



BOARD OF QUANTITY SURVEYORS MALAYSIA

CIRCULAR NO. 5/98

Guidelines On The Use Of Home Page On The World Wide Web

Dear Madam/Sir,

- 1.0 Current provisions on Advertising and Publicity for Registered Quantity Surveyors as per Circular No. 2/1993 allow advertisements by the Registered Q.S. but with the Conditions listed therein. The Circular also allows Brochures/Curricula Vitae and Business Cards to be printed and distributed.
- 2.0 With the possibility of having one's own Home Page, on the Internet, guidelines are necessary so that the Registered Quantity Surveyors do not contravene the provisions of Quantity Surveyors Rules 1973 (With Amendments 1995). Appended below are the guidelines on the use of the Home Page for your attention.
- 3.0 Guidelines On The Use Of Home Page
 - 3.1 The general rules on advertisements as listed under items 1 (a) to (d) of the Circular 2/1993 are to be followed and no advertisements 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. practices;
 - (d) a claim by the RQS and/or QS practice publishing the advertisement to be a "Specialist" or "Expert" in any particular aspect of the work of a Quantity Surveyor.

3.2 Corporate Information on the company shall be limited to the following:-

- (a) the name, address, telephone, telex, fax number, e-mail address and telegram abbreviations of the main office of the firm, together with similar information about all other offices or other affiliates of the practice;
- (b) 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 professions. Photographs of Directors/Partners may also be included;
- (c) factual information about the Quantity Surveying profession and the range of services undertaken by the practice;
- (d) a statement that all RQS are bound by the Board's Code of Professional Conduct;
- (e) a list and photographs of completed projects and projects in progress on which the practice has been engaged;
- (f) 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;
- (g) particulars of registration with the Board and any other Authorities.
- (h) any other information for which prior approval must be obtained from the Board;

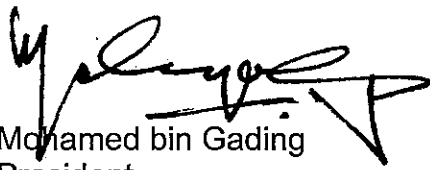
3.3 The information provided must:

- (a) be factual and in no way be laudatory of the practice's achievements or experience;
- (b) avoid any direct solicitation of instructions, express or implied comparison with other firms or specified inducements to prospective clients;

- (c) be so designed in respect of wording, content, layout and arrangement as to ensure that the Quantity Surveying profession is in no way brought into disrepute and that public confidence in the services provided by RQS is not undermined;
- (d) avoid any description, claim or illustration which is directly or by implication inaccurate or misleading.

4.0 Registered QS should refer to the Board for any clarification or uncertainties on this guideline.

Yours faithfully



Mohamed bin Gading
President
Board of Quantity Surveyors Malaysia

27 October 1998