



BOARD OF QUANTITY SURVEYORS MALAYSIA

GENERAL CIRCULAR NO. 2 /2026 (Revision of circular No.2/1993 & No.5/2007)

ADVERTISING, PROMOTION AND PROFESSIONAL REPRESENTATION BY REGISTERED QUANTITY SURVEYORS

1. LEGAL AUTHORITY

In exercise of the powers conferred upon the Board of Quantity Surveyors Malaysia under sections 4(f), 4(g) and 26 of the Quantity Surveyors Act 1967 (amendment 2016) [Act 487], including its powers to regulate the practice, conduct and ethics of registered Quantity Surveyors, and read together with the Quantity Surveyors Rules, including Rules 26(4), 26A, 30(c), 34(aa) and Rules 35A to 35I of the Quantity Surveyors (Amendment) Rules 2016, the Board hereby issues this General Circular on advertising, promotion and professional representation by registered Quantity surveyor.

This Circular constitutes guidelines determined by the Board for regulating advertising, promotional and representational activities relating to the quantity surveying profession.

2. OBJECTIVE

The objectives of this Circular are to:

- (a) provide guidance on advertising, promotion and professional representation;
- (b) regulate advertising, promotion and professional representation;
- (c) preserve the dignity, integrity and reputation of the quantity surveying profession;
- (d) ensure communications to the public are truthful, accurate and responsible; and
- (e) prevent unethical solicitation, misleading representation and unfair competition.



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3. APPLICATION

This Circular applies to all registered Quantity Surveyor as defined under Rule 25 of the Quantity Surveyors (Amendment) Rules 2016, namely:

- (a) Consultant Quantity Surveyors (CQS);
- (b) Professional Quantity Surveyors (PQS);
- (c) Provisional Quantity Surveyors;
- (d) Quantity Surveying Technologists; and
- (e) Consulting Quantity Surveying Practices.

This Circular applies to all forms of advertising, promotion and professional representation relating to quantity surveying services, whether through physical, electronic or digital means.

Such communication shall include, but not limited to, printed materials, signboards, corporate profiles, websites, social media, digital advertising, third-party platforms, and public presentations.

This Circular applies registered Quantity Surveyor as defined under Section 7(1) of the Quantity Surveyors Act 1967 (amendment 2016) [Act 487].

Compliance with this Circular does not relieve any registered Quantity Surveyor from complying with the Act, the Rules, any applicable by-laws, directives or decisions issued by the Board.



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4. DEFINITION

For the purposes of this Circular:

“Advertising” means any communication, whether direct or indirect, intended to promote professional services or increase public awareness of such services.

“Solicitation” means any direct or indirect act intended to procure professional employment.

“Professional Representation” means any statement, description, designation, title, credential, claim or other public communication relating to professional status, qualifications, competence, experience or services.

“Digital Platform” means any internet-based platform used for communication, publication, marketing or dissemination of information.

“Third-Party Platform” means any platform, marketplace, listing service, intermediary or digital service operated by a person other than the registered Quantity Surveyor.



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5. GENERAL PRINCIPLES

Every registered Quantity Surveyor shall, in accordance with Rules 26 and 26A of the Rules, uphold the dignity, integrity and reputation of the profession and act in the public interest at all times.

All advertising, promotion and professional representation shall be:

- (a) lawful;
- (b) truthful, accurate and not misleading;
- (c) capable of substantiation;
- (d) professional and dignified;
- (e) fair and responsible;
- (f) preserving confidentiality; and
- (g) consistent with the public interest.

Advertising shall not be conducted in a manner that compromises professional independence, diminishes public confidence in the profession, or encourages competition inconsistent with professional ethics.

The inclusion of factual information does not by itself render an advertisement compliant if its overall presentation is misleading or otherwise inconsistent with this Circular.



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6. PERMITTED ADVERTISING

Subject to the Act, the Rules and this Circular, a registered Quantity Surveyor may publish or disseminate factual information relating to the registered Quantity Surveyor's professional services or practice.

Such information may include:

- (a) name of the individual or firm;
- (b) registration number and professional designation;
- (c) office address and contact particulars;
- (d) official website and social media platforms;
- (e) recognised academic and professional qualifications;
- (f) scope of professional services;
- (g) areas of practice or expertise;
- (h) professional experience and project involvement;
- (i) publications, technical papers, presentations and professional contributions;
- (j) awards, recognitions and honours capable of independent verification; and
- (k) any other factual information not inconsistent with this Circular.

Permitted advertising shall remain informational in nature and shall not be misleading, sensational or inconsistent with the dignity of the profession. Confidentiality obligations and client consent shall be observed where applicable.



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7. PROHIBITED ADVERTISING, PROMOTION AND SOLICITATION

Pursuant to Rule 26, Rule 26A, Rule 27(3), Rule 30(c) and Rule 34 of the Rules, a registered Quantity Surveyor shall not advertise, promote or represent professional services in any manner that is misleading, unethical, unfair, or prejudicial to the dignity and reputation of the profession.

Without limiting the generality of the above, the following conduct are prohibited:

7.1 Solicitation of Professional Employment

A registered Quantity Surveyor shall not directly or indirectly solicit professional employment through canvassing or improper procurement of appointments, including conduct that:

- (a) exerts undue pressure on prospective clients;
- (b) improperly induces or persuades another person to appoint him;
- (c) interferes with an existing professional appointment;
- (d) involves harassment, aggressive marketing or persistent unsolicited communications; or
- (e) is otherwise inconsistent with professional representation.

7.2 Referral Fees and Financial Inducements

A registered Quantity Surveyor shall not offer, pay or receive any commission, referral fee, rebate or financial benefit to secure professional appointments; or



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This shall not prohibit payment of reasonable administrative charges imposed by neutral listing or directory platforms, provided such charges are fixed, transparent and not contingent upon appointment.

7.3 False or Misleading Advertising

A registered Quantity Surveyor shall not publish or cause to be published any advertisement or promotional material that:

- (a) contains false, inaccurate or misleading statements;
- (b) contains claims incapable of substantiation;
- (c) exaggerates qualifications, competence or experience;
- (d) misrepresents project involvement or responsibility;
- (e) creates unjustified expectations of results or outcomes; or
- (f) is otherwise inconsistent with professional representation.

7.4 Comparative Advertising

A registered Quantity Surveyor shall not advertise by comparing his services with another practitioner where such comparison:

- (a) disparages another practitioner;
- (b) is unfair, inaccurate or misleading; or
- (c) undermines public confidence in the profession.



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7.5 Fee-Based Advertising

A registered Quantity Surveyor shall not advertise professional services in a manner that:

- (a) promotes fee undercutting;
- (b) encourages appointment solely on price;
- (c) offers discounts or incentives to replace an existing consultant;
- (d) guarantees the lowest fees; or
- (e) promotes unfair price competition.

8. DIGITAL AND ONLINE COMMUNICATION

A registered Quantity Surveyor shall not promote, advertise in connection with his profession in any manner unless it is in accordance with the Act, the Rules, this Circular and any direction issued by the Board.

A registered Quantity Surveyor shall remain fully responsible for all advertisements, publications and communications made by or on his behalf, including those prepared, published or distributed by employees, agents, third-party service providers or any content generated wholly or partly using artificial intelligence, machine learning, synthetic media or similar technologies shall remain subject to this Circular.

The removal, amendment or correction of non-compliant content shall not prejudice any inquiry, investigation or disciplinary proceedings arising from the original publication.



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9. USE OF PROFESSIONAL TITLES, DESIGNATIONS AND REPRESENTATION

A registered Quantity Surveyor shall use only titles, designations or descriptions consistent with his registration status with the Board.

A registered Quantity Surveyor shall not:

- (a) represent himself as registered unless duly registered under the Act;
- (b) use any title, abbreviation or designation likely to mislead the public as to his registration status;
- (c) represent any entity as a Consulting Quantity Surveying Practice, or by any similar description, unless approved by the Board; or
- (d) is otherwise inconsistent with professional representation.

10. USE OF THE BOARD'S NAME, LOGO AND OFFICIAL EMBLEMS

A registered Quantity Surveyor shall not, without prior written approval of the Board:

- (a) use, reproduce or adapt the name, logo, seal, insignia or other official emblem of the Board;
- (b) use any digital badge, verification mark, QR code or similar identifier associated with the Board; or
- (c) make any representation likely to imply that the Board has approved, endorsed, certified or sponsored any person, practice, advertisement, publication or professional service.



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11. THIRD-PARTY PLATFORMS

Participation in any third-party platform shall not relieve a registered Quantity Surveyor of his professional obligations under the Act, the Rules or this Circular.

12. COMPLAINTS AND ENFORCEMENT

Any complaint alleging non-compliance with this Circular may be lodged with the Registrar pursuant to Rules 35A to 35I of the Rules.

The Board may, upon receipt of a complaint or on its own initiative, inquire into any advertisement, promotional activity or professional representation that appears inconsistent with the Act, the Rules, any applicable By-Laws or this Circular.

Where non-compliance is established following inquiry or investigation, action may be taken under the Act and the Rules, including disciplinary proceedings where appropriate.

13. COMPLIANCE

Every registered Quantity Surveyor shall review and, where necessary, revise all existing advertising, promotional materials and professional representations to ensure compliance with this Circular immediately from the effective date.

The Board may, upon written application and for reasonable cause shown, grant an extension of time for compliance subject to such conditions as it deems fit.



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14. EFFECTIVE DATE

This General Circular was approved by the Board on **18 August 2026** and shall come into operation on **18 September 2026**.

By Order of the Board,

Sr NORAISAH KADIRIN, CQS

President

Board of Quantity Surveyors Malaysia

Date: **1 SEPTEMBER 2026**