

SUPREME COURT OF LOUISIANA

ORDER

Acting under the authority of Article V, Sections 1 and 5 of the Louisiana Constitution of 1974, and the inherent power of this Court, and considering the recommendation of the Louisiana State Bar Association to amend the Rules of Professional Conduct,

IT IS HEREBY ORDERED, ADJUDGED AND DECREED THAT;

Rule 7.2(d) of the Louisiana Rules of Professional Conduct be and is hereby amended to read as follows:

Rule 7.2 Direct contact with prospective clients

* * *

- (d) A lawyer shall not give anything of value to a person for recommending the lawyer's services; provided, however, that
 - (i) a lawyer may pay the reasonable and customary costs of an advertisement or communication not in violation of these rules; and
 - (ii) a lawyer may pay usual, reasonable and customary charges of a lawyer referral service operated by the Louisiana State Bar Association, any local bar association, or any other not-for-profit organization, provided the lawyer referral service:
 - (A) refers all persons who request legal services to a participating lawyer;

- (B) prohibits lawyers from increasing their fee to a client to compensate for the referral service charges; and
- (C) fairly and equitably distributes referral cases among the participating lawyers, within their area of practice, by random allotment or by rotation.

This rule shall become effective upon signing and shall remain in full force and effect thereafter until amended through future orders of the Court.

New Orleans, Louisiana, this _____ day of _____, 2002.

FOR THE COURT:

Pascal F. Calogero, Jr., Chief Justice