

ETHICS ADVISORY PANEL  
OPINION #94-39 REQUEST #503  
Issued June 22, 1994

An attorney submitted a proposed advertisement regarding the promotion of a will clinic in a local newspaper. The object of the clinic will be to produce a will for each person attending. Individuals can register and pay for the clinic by mail. Individuals who register and attend will receive written materials to complete regarding assets, heirs and other relevant information. The attorney will meet with each person individually at a later date in order to maintain confidentiality. The inquiring attorney will then produce a will for each person attending. The attorney seeks guidance regarding the proposed endeavor.

The rules which address advertising are Rules 7.1, 7.2, 7.3 and 7.4. While the Panel does not believe that the proposed advertisement violates any of the above listed rules, the Panel does not endorse or opine upon the concept of will clinics.