

ADELSON & COMPANY, P.A.
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MEMBER
AMERICAN INSTITUTE OF
CERTIFIED PUBLIC ACCOUNTANTS
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May 7, 2001

Florida Board Of Accountancy
Martha P. Willis, Division Director
240 N.W. 76th Drive, Suite A
Gainesville, Florida 32607

To The Board Of Accountancy:

This is a request for an interpretation/opinion about the rule for Advertising, Chapter 61H1- 24.001.

SPECIFIC QUESTION

Would the Board agree that the above rule for advertising, more specifically, 61HI-24.001(1)(g) would not be breached, if a Florida CPA, who holds the AICPA designation PFS (Personal Financial Specialist) and adheres to the Rules as captioned above, but adds a brief description about what is a PFS?

HYPOTHETICAL SITUATION

The hypothetical situation would be as follows:

John Doe, CPA*, PFS

**The CPA Licensure designation is regulated by the State Of Florida. The use of the term PFS is a self-designation and is not sanctioned by the State or Federal Government. (This would be found in the immediate proximity of the CPA licensure designation.)*

The Personal Financial Specialist (PFS) is the financial planning specialty accreditation held exclusively by CPAs who are members of the American Institute of CPAs. (This would be found at the bottom of the page.)

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CONCLUSION DRAWN FROM THE THE QUESTION BASED ON THE RULES

Would the Board agree that the addition of the annotation at the bottom of the page as captioned Above, would not violate Rule 61-HI-24.001(1)(g)? For it is not "fraudulent, false, deceptive, misleading or unjustified expectation of beneficial assistance." It is merely a statement of fact.

Sincerely,

Robert E. Adelson, CP A