



## Code of Ethics

- To preserve the highest standards of honesty, integrity, courtesy and fair dealing within and outside the Association's Membership.
- To provide and profess equal treatment of all clients, prospects, suppliers, vendors and industry colleagues.
- To prohibit discrimination, professional injury, disparagement or defamation thereto.
- To seek no unfair advantage or unwarranted profit.
- To comply in fact with all applicable State of Colorado statutes, regulations, codes, procedures and relevant requirements.
- To neither conduct nor permit unethical practices or fraudulent activities, advertisements, representations, dealings or appropriations, nor to conceal or exaggerate anything that would harm or deceive the public, suppliers, vendors or industry colleagues or bring discredit to the Association or its members.
- To maintain strict fiduciary relationships, each member with his employing entity.
- To seek and disclose factors or actions which may bring discredit to the Association or its members.
- To render all required and necessary disclosures in a timely and professional manner.
- To require that each and every member prepare himself or herself to professionally serve the public to the best of their abilities as well as keeping themselves informed of matters affecting the industry, the Association, and its members.

Adopted June 14, 1989  
Revised August 14, 2008