

# DESIGNED TO APPEAL<sup>SM</sup>

A Home Staging Company serving New York City and the Hamptons

## Code of Ethics

1. To always conduct myself as a professional with honesty, integrity, respect and sensitivity toward clients, prospects, real estate agents and related professionals, and other stagers.
2. To ensure my assistants conduct themselves in the same manner.
3. To refrain from making unsolicited comments, verbally or in writing, about other stagers, clients, prospects or real estate agents and related professionals.
4. To refrain from revealing any confidential information about my clients.
5. To fulfill my commitments and to never commit to a project that I am not able to fulfill, in whole or in part.
6. To fully educate my clients on the process of staging, fees, form of payment and all recommendations to properly stage their home or listing prior to any work being started.
7. To always properly insure my business and provide evidence of having done so upon request.
8. To maintain and improve the standards of the home staging industry.
9. To become and remain informed on issues affecting home staging.
10. To resolve conflicts with professionalism and appropriateness.
11. To use only my original written material and only photographs of my work in all electronic and print media including my website and blog. Statistics, charts, reports and photographs of work not produced by me will be labeled as such.
12. To never engage in any false or misleading representations about myself or my company.