



Maryland Senior Resource Network, Inc.

Code of Conduct

Amended March, 2020

Members of Maryland Senior Resource Network, Inc. (MSRN) are mindful that their success depends upon honor and integrity. This means members must act for the benefit of their clients and place their clients' interest before their employer's interests. To this end, MSRN members are bound by the following Code of Conduct:

- 1) Members have the duty of loyalty to their clients and must act with reasonable care and exercise prudent judgement.
- 2) Members are required to be properly bonded and licensed wherever necessary.
- 3) Every member is committed to conduct oneself with the utmost honesty and integrity in all business and personal dealings and to maintain competence in one's profession.
- 4) Every member will protect and respect a client's privacy and confidentiality.
- 5) Every member promises that any product or service sold will be consistent with the needs of the client after offering all appropriate options that fit their needs.
- 6) Every member is committed to treating all clients, their families and friends with respect and dignity.
- 7) Every member will only suggest a third-party company that is bonded, licensed and trusted.
- 8) Every member will take responsibility to report any suspected abuse or violations of this Code of Conduct of MSRN members to the MSRN Board. Every member will make a good-faith effort to resolve concerns received from individuals regarding any service or product.
- 9) Every member will encourage clients to talk to family or other trusted advisors before deciding on purchasing a product or service.
- 10) Members will not intentionally interfere with or appropriate another member's customer, client or sale.
- 11) Members will not accept a customer, client, patient, etc. that is outside of his/her membership category or for which or to whom he/she is personally unqualified to assist.
- 12) Members shall never demand, request or suggest that they be paid a referral fee or other compensation for making a referral to another MSRN member.
- 13) Members will only recommend professionals to join MSRN who will abide by this Code of Conduct.

Signature

Print Name

Date