

## **CODE OF ETHICS**

**Objectivity:** We strive to be as unbiased as possible in providing advice to clients, and practice on a fee-only basis.

**Confidentiality:** We will keep all client data private, unless authorization is received from the client to share it. We will treat all documents with care and take care when disposing of them. Relations with clients shall be kept private.

**Competence:** We will strive to maintain a high level of knowledge and ability. We will attain continuing education at least at the minimum level required. We will not provide advice in areas where we are not capable.

**Fairness & Suitability:** Dealings and recommendation with clients will always be in the client's best interests. We will always put the client first.

**Integrity & Honesty:** We will endeavor to always take the high road and to be ever mindful of the potential for misunderstanding that can accrue in normal human interactions. We will be diligent to keep actions and reactions so far aboveboard that a thinking client or other professional would not doubt intentions. In all actions, we will be mindful that in addition to serving our clients, we are about the business of building a profession, and our actions should reflect this.

**Regulatory Compliance:** We will strive to maintain conformity with legal regulations.

**Full Disclosure:** We will fully describe method of compensation and potential conflicts of interest to clients and also specify the total cost of investments.

**Professionalism:** We will conduct ourselves in a way that would be a credit to the profession at all times. We will have the skill, good judgment, integrity, and honesty that is expected in this business.