



## Code of Ethics

### **As professional Introduction Agents, we at Bridges undertake to:**

- Advertise accurately and honestly.
- Whenever possible meet each member face to face.
- Always quote to each client sufficient fees to allow us to provide a level of service commensurate with the client's requirements and expectations.
- Not charge double commissions.
- Respect the trust clients have placed in us by following their instructions as closely as possible and offering advice when we feel a person could benefit from broadening or altering their requirements.
- Act at all times with the intention of keeping the business profitable. Only when we are profitable can we provide top quality service, employ top quality staff, guarantee the longevity of the business and provide pro bono service to those who genuinely cannot pay fees.
- Never recognize a member outside the office.
- Keep confidential a member's identifying details, except when introducing them to another member.
- Always act in a manner to enhance the reputation of the Introduction industry and its members.
- Never badmouth or damage the reputation or business of other Introduction Agencies.
- Cooperate with other Introduction Agencies to improve the industry and maximise the service and opportunities provided to clients.