



Certified Wood Flooring Sales Advisor Standards of Professional Conduct

As an NWFACP Certified Sales Advisor, I subscribe, without reservation, to these Standards of Professional Conduct:

1. To deal with my clients with honesty and integrity.
2. To understand the customer's expectations prior to recommending a product or installation, and recognize the customer's right to expect safe and suitable products with clear instructions for proper use and maintenance.
3. To inform involved parties of applicable manufacturer's guidelines, or NWFA Installation and/or Sand & Finish Guidelines if manufacturer's guidelines are not available, and ensure all items sold are compatible according to such guidelines and with actual jobsite. If managing the project, ensure all applicable guidelines are followed.
4. To promote the products I represent and reveal all the material facts without degrading or making derogatory comments about any competitors.
5. To not knowingly participate in any actions, agreements or marketing practices that may be unethical.
6. To abide by all Governmental regulations and statutes.
7. To acknowledge my responsibility to improve sales knowledge and practice, and to adhere to the highest professional standards in my work and personal relationships, and to support the NWFA Certified Professionals in its goals and purposes.
8. To, in the performance of my profession, commit no act that would discredit my profession or the wood flooring industry.
9. To address all concerns or complaints in a prompt, courteous and professional manner.
10. To abide by these Standards of Professional Conduct and recognize the NWFA Certified Professionals organization as the authority in all matters relating to interpretation and enforcement of these Standards, within prevailing legal limits.

I endorse the NWFACP Standards of Professional Conduct and understand that, pursuant to NWFA Certified Professionals organization bylaws, violation of any of these Standards can result in revocation of my Certified Wood Flooring Sales Advisor status.

Signed _____ Date _____

Print Name _____ Company _____