

RESA® Affiliate Training Provider Advertising Program Application Part Two

Training Providers Agree to the Following Code of Ethics (COE)

- No get rich quick advertising or promises
- No negative advertising
- No negative comments or marketing campaigns on other stagers or other training providers
- All advertising is 100% truthful and verifiable
- Willingness to try to resolve any disputes with students quickly and to the satisfaction of the student (assuming their complaint is reasonable)
- Respond in a timely manner to any and all complaints or ethics complaints
- No multi-level marketing to sell classes or bring on new instructors
- Don't teach anything that is against the RESA® Membership COE
- Will not teach agents how to stage their own listings. Tips, how to work with a stager is acceptable.

Training Materials

- Must be professionally printed
- Must have photo examples for reference
- Manual must be large enough to accommodate notes and or additional information
- If class is taught in large setting a power point presentation must be used
- If class is taught in small setting with 10 or less people a power point is not needed
- If subject matter has more than one method, then multiple methods must be taught. EX: Pricing. There are many ways to set your pricing structure. Courses should teach multiple methods.
- When referring students to resources, you must refer them to qualified agencies. EX: IRS, Secretary of States, County Offices. Do not refer to privately owned information websites.
- If you use portions of other people's information, articles, etc. you need a signed release.

Prerequisites

- Training course must be written by someone that has had a staging business for 5 years or more

Instructors

- Instructors of the program must have had their own staging business for 3 or more years
- Instructors must be aware of regional trends or laws specific to the areas they are training

Administrative Policies

- Courses must accommodate changing geographic market changes when needed
- An email confirmation of enrollment and class locations and times must be sent to all registrants
- Receipts must be provided to all registrants
- To be in compliance with all local, state, provincial and federal laws
- To be in compliance with all local, state, provincial and federal insurance requirements
- Must market RESA® membership to its students
- To have a quality control and complaint process
- To have a process for instructors to provide feedback on course information to the training company
- Refund policy must be clearly stated on your website
- Pricing must be clearly listed on your website
- If program is a partnership, has employees or independent contractor instructors, you must have an advisory committee. You must hold at least two advisory committee meetings annually to determine areas of improvement if needed

How courses are advertised:

- Can't use "get rich quick" verbiage on website or marketing materials
- Claims of monetary benefits must be verifiable.
- Training must clearly meet advertised course objectives

Not Allowed:

- Accredited Staging Training Program (Unless you have applied for and have been an approved Accredited Provider of RESA)
- A staging/redesign training program may not make any promotional use of its application for affiliate status prior to approval of your application.

I hereby certify and agree that my program currently meets and will continue to meet the above standards.

Signed: _____ Training School: _____

Date: _____