

INTERNATIONAL INSTITUTE OF HOME STAGING™

Code of Conduct and Code of Ethics for Professional Members and Accredited Home Stagers

Code of Conduct

Confidentiality

We are committed to maintaining the highest degree of integrity in all our dealings with potential, current and past clients, both in terms of normal commercial confidentiality, and the protection of all personal information received in the course of providing Home Staging advice. We extend the same standards to all our customers, suppliers, associates and other industry professionals.

We will not disclose sensitive information of any sort gained during our consultations with past, present or potential clients via any medium.

We agree to not use information gained by our interactions with other Home Stagers in forums either public or private in any way that brings discord, loss of reputation, income or business relationships.

Ethics

We always conduct our own services honestly and honourably, and expect our clients and suppliers sub-contractors associates and employees to do the same. Our advice, strategic assistance and the methods imparted through our training, take proper account of ethical considerations, together with the protection and enhancement of the moral position of our clients and suppliers.

Duty of care

Our actions and advice will always conform to relevant laws and regulations, and we believe that all businesses and organisations, should avoid causing any adverse effect on the human rights of people in the organisations, businesses and clients we deal with, the local and wider environments, and the well-being of society at large.

Conflict of interest

Due to the sensitive nature of our particular consultancy services, we will not offer to provide a service to a direct competitor of another Home Stagers unless approached directly by the potential client. We will not approach a client offering services based on information gained through interactions via any/all mediums with any other home stagers.

Contracts

Our contract will usually be in the form of a detailed proposal, including aims, activities, costs, timescales and deliverables. The quality of our service and the value of our support provide the only true basis for continuity.

Fees

Our fees are always competitive for what we provide, which is high quality, tailored, specialised service. We will always try to propose solutions which accommodate our clients' available budgets and timescales. Wherever possible we agree our fees and basis of charges clearly in advance, so that we and our clients can plan reliably for what lies ahead, and how it is to be achieved and financially justified.

Payment

We aim to be as flexible as possible in the way that our services are charged. Some clients prefer fixed project fees; others are happier with retainers, and we try to fit in with what will be best for the client.

Intellectual property and moral rights

We retain the moral rights in, and ownership of, all intellectual property that we create unless agreed otherwise in advance with our clients. In return we respect the moral and intellectual copyright vested in our clients' intellectual property.

Quality assurance

We maintain the quality of what we do through constant ongoing review with our clients, of all aims, activities, outcomes and the cost-effectiveness of every activity. We encourage regular review meetings and provide regular progress reports.

Professional conduct

We conduct all of our activities professionally and with integrity. We take great care to be completely objective in our judgement and any recommendations that we give, so that issues are never influenced by anything other than the best and proper interests of our clients.

Professional conduct will also extend to any and all interactions via social media and electronic communications. We will not disparage others via social media, publicly or in any property styling or local area groups.

Use of images – we agree that any and all images used in our marketing/websites/social media if not of our own or not purchased under licencing agreement or package of stock images will be accredited to the originator or copy write holder

Equality and discrimination

We always strive to be fair and objective in our advice and actions, and we are never influenced in our decisions, actions or recommendations by issues of gender, race, creed, colour, age or personal disability.

Accreditation Code of Ethics

1. To always conduct myself as a professional with integrity, sincerity and sensitivity.
2. To ensure my employees and business associates conduct themselves in the same manner
3. To treat my clients and colleagues with respect
4. To refrain from making unsolicited comments, verbally or in writing about other stagers, clients, customers or real estate agents
5. To never commit to a project that I am not able to fulfil
6. To fully educate my clients on the process of staging, fees, and all recommendations to properly stage their home or listing prior to any work being started
7. To never display disrespect for any Staging Professional. We are a diverse society of Stagers and respect all designations and backgrounds
8. To maintain and improve the standards of the home staging industry
9. To become and remain informed on issues affecting home staging
10. To keep my profile, website and blog professional and positive
11. To resolve conflicts with professionalism and appropriateness
12. To mentor and educate other stagers to the best of my ability
13. To never use stock photos or photos that are not my original work in my portfolio or gallery EVER. Stock photos for use on a website are for outside of the portfolio or gallery ONLY. If stock photos are used on their site a disclaimer will be required in the footer of their website in no less than 10 font size stating: "Site contains some stock photos. All photos in portfolio are stager's work."
14. To use only my original written material in all electronic and print media including my website and blog. National or international statistics, charts and reports not written by the stager should be labelled as such.

I understand that plagiarism (written word) and copyright infringement (photographs, logos) will not be tolerated and are cause for losing my accreditation status.

I agree to abide by the code of ethics as stated above.

Business Name

Signed

Please Print name

Date