



Code of Ethics

Objectivity: We strive to be as unbiased as possible in providing advice to clients.

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 will be kept private.

Competence: We strive to maintain a high level of knowledge and ability. We participate in continuing education at least at the minimum level required of a CFP® certificant. We won't provide advice in areas where we are not capable.

Fairness & Suitability: Our dealings and recommendation with clients will always be in the client's best interests.

Integrity & Honesty: We will maintain a high degree of integrity and honesty in all of our activities. This includes our activities with our clients, our fellow workers, prospective clients, and our third party vendors.

Regulatory Compliance: Following government regulations is important to ensuring that we remain above reproach as professionals.

Full Disclosure: We will always fully describe the method of our compensation and identify potential conflicts of interest to our clients.

Professionalism: We will conduct ourselves in a way that would be a credit to our profession. This includes, but isn't limited to, integrity, honest treatment of clients, and treating everyone with respect.

Plan Well

Invest Wisely

Live Richly

Adopted February 12, 2010