

**Rea/Wealth® Advisor
Code of Ethics:**

- 1) **Integrity** – The *Rea/Wealth®* Advisor always places the best interest of their clients above their own. S/he will observe not only the letter, but the spirit, of this Code of Ethics.
- 2) **Competency**- The *Rea/Wealth®* Advisor maintains the highest standards of professional competence and always seeks to give the best possible advice to clients by working to maintain and improve professional knowledge, skills and competence through continuing education, both formal and informal.
- 3) **Confidentiality**- The *Rea/Wealth®* Advisor must hold all business and personal information pertaining to their clients' affairs in the strictest confidence. Each advisor has a privacy policy they will provide to clients.
- 4) **Timeliness**- The *Rea/Wealth®* advisor will respond to the clients' needs in a timely manner, set reasonable expectations with the client, and work diligently to meet or exceed those expectations.
- 5) **Comprehensive**- The *Rea/Wealth®* Advisor will make every effort to know their client, to define and understand their dreams, goals & objectives. S/he will refer to other professionals in areas where they lack the skill, knowledge and licensing to assist their clients. The *Rea/Wealth®* Advisor will work together with these other professionals, as a cooperative team, to ensure a comprehensive plan is in place, to the extent the client wishes to have a comprehensive approach to their plan.
- 6) **Professionalism**- The *Rea/Wealth®* Advisor will strive to enhance the prestige of the *Rea/Wealth®* Advisor network. They will conduct business while adhering to professional standards of conduct in helping clients to protect their assets and attain their objectives.
- 7) **Impartiality**- The *Rea/Wealth®* Advisor provides services using practices that are fair and reasonable to clients and will make full and adequate disclosure of any conflict(s) of interest in providing services. They will accurately and honestly present all facts essential to clients' decisions.