

## EXECUTIVE POLICY STATEMENT ESM Association of Greater Phoenix

**ETHICS:** Conformance to accepted professional standards of conduct.

- “Due Process” (from By-laws): A term of US Law which refers to fundamental procedural legal safeguards of which every citizen has an absolute right when a state or court purports to take a decision that could affect any right of that citizen. The most basic right protected under due process doctrine is the right to be given notice, and an opportunity to be heard.
- ESM, as a non-profit association, must abide by the Federal Trade Commission Regulation which states that we must accept any/all applicants who meet our criteria. To that end, we should, whenever possible, ensure that our members are knowledgeable of, and respect, their individual company policies which may adversely affect ESM membership.

**GENERAL:**

1. Failure to protect the confidentiality of directory information.
    - a. Unauthorized duplication and distribution.
    - b. Sharing of privileged information with non-members (i.e., email address, rep phone number, discount codes, exclusive discounts).
  2. Solicitation of members at home.
  3. Solicitation of Organizational members by Associates for donations.
  4. Making commitments (appointments) and not keeping them.
  5. No unauthorized displays or unwelcome rep activities.
  6. Making negative comments (trash talking) about another member.
  7. Joining as a dual member merely to bypass the waiting list.
- It is unethical to garner information from an ESM member and share it with NON-ESM members, even more so if you then do business with the NON-member.

**COMMUNICATION:**

- Member email addresses are provided for business purposes only and are to remain confidential. When sending business emails, please use the “*blind carbon copy*” feature of your email program to protect the privacy of all ESM members and their email addresses.
- Proliferation of Spam is strictly prohibited and considered a misuse of the directory contents. At most, violators will receive one warning followed by one month suspension of membership for the second offense and finally – loss of membership for repeated misuse or confidentiality violations.
- **ESM is not responsible for opportunities missed or mail not received due to “undeliverable message”.** No special consideration will be given in these instances and deadlines will not be extended.
- Communication between member companies is to be through the listed reps only.
- Changes to Alternate Representative should be communicated by email or fax to the chapter from the Primary Representative when possible.

## 1. UNACCEPTABLE SOLICITATION

- ❖ Home solicitation
- ❖ Solicitation to members on behalf of a company, a person or charity other than the member.
  - **ONE WARNING** prior to suspension

## 2. CREDIT CARD PAYMENTS

- ❖ Credit card transactions will carry an additional charge which will create a discount for all cash/check payments.

## 3. DISCOUNTS

- ❖ The discount adds value to ESM membership and should be better than general public offers. Associates are expected to honor the discount listed in the member directory.
- ❖ Organization company members should rely on the Associate members for the advertised discounts and services offered and have confidence that their membership guarantees them the best possible price. If the same discounts are offered without membership, why join?
- ❖ Associates must make their product/service and discount available to all ESM members.

## 4. DUAL MEMBERSHIP

- ❖ Must remain a Dual Member for the life of the membership. Dual members will be expected to maintain their dual member status in successive years.
- ❖ If the Organizational membership is not renewed, the Associate membership will automatically be terminated.
- ❖ After a one year waiting period, the company may re-apply for an Associate membership.

## 5. SELF-INSURED

- ❖ Must have a **signed, notarized** letter in lieu of a Certificate of Liability. It will be addressed to ESM of Greater Phoenix and state that Member is self-insured with assets to cover \$500,000 should an incident occur involving a Member and ESM. A copy may be faxed; however, the original copy must be on file.

## 6. INDEPENDENT CONTRACTORS

To alleviate problems pertaining to changing companies (not businesses) and retaining membership for Real Estate Agents or anyone who independently represents a company in order to do business:

- ❖ Must join as **INDIVIDUALS** to maintain their membership status when they change companies.
- ❖ Must be a similar business.
- ❖ There will be a \$50 administration fee for this type of change.