

Code of Ethics

We recognize that exclusive buyer agents must be founded upon ethical standards. An agent's relationship therefore requires that we serve our Clients by providing measurable commitments of our ethical principles as described below. Through our commitment to those principles, our integrity, and our professionalism we serve our clients, through a concept we will term "Fiduciary Responsibility".

Duty of Confidence

A buyer's agent owes his principal a duty to act in a manner that is trustworthy and which inspires confidence that the agent will always act in the principal's best interest.

1. An exclusive buyer's agent shall represent the best interest of the client and only the client while serving in the capacity of agent for the client in any matter related to the purchase of any horse transaction.
2. An exclusive buyer's agent shall not represent any client where a conflict of interest exists.
3. An exclusive buyer's agent shall not knowingly direct a client to any service, which is less than what is in the best interest of the client.

Duty of Accounting

An exclusive buyer's agent shall provide a true account of money and/or any other property entrusted to them, received by them, or paid out on behalf of the principal whenever requested.

1. An exclusive buyer's agent shall be employed by a client as evidenced by a written agreement which specifically states the services to be provided, the service fee structure, the method of payment for services, and the beginning and ending date of the agreement.

Duty of "Care" or Competence

1. An exclusive buyer's agent shall act on behalf of a client with diligence, professionalism, and reasonable knowledge.
2. An exclusive buyer's agent shall assist in negotiating price and terms as directed by the principal.
3. An exclusive buyer's agent shall be responsible for researching a targeted horse, and whenever possible to discover all material information.
4. An exclusive buyer's agent shall disclose to other agents upon first contact that

he/she is acting as the buyer's agent.

5. An exclusive buyer's agent shall not undertake specialized services for which they are not qualified.

Duty of Loyalty

1. An exclusive buyer's agent shall remain loyal to their principal throughout any horse transaction.

2. An exclusive buyer's agent shall be loyal, never doing anything which might jeopardize the client's bargaining position or other interest.

3. An exclusive buyer's agent shall keep all sensitive information concerning his/her client confidential unless authorized by client.

4. An exclusive buyer's agent must relate everything material he/she knows about the seller to the client.

Duty of Obedience

1. An exclusive buyer's agent shall obey all lawful instructions of the client.