

Canon of Ethics – Alliance of Tenant Representatives (ATR)

The undersigned member of ATR agrees to the following Canon of Ethics and pledges to conduct its operations according to these principles.

1. Always act in the best interest of the client. Only represent the interests of business space tenants/users/occupiers, never landlords, developers or their lenders.
2. Be honest, act with integrity and comply with professional obligations.
3. Honor your fiduciary duties of loyalty, obedience, disclosure, confidentiality, good faith, due care and accounting to all parties having a legally recognized professional or business relationship.
4. Maintain your professional competence and ensure that services are provided by competent individuals who have the necessary expertise.
5. Treat others with respect and encourage diversity and inclusion.
6. Take responsibility for your actions and act to prevent harm and maintain public confidence in the profession.
7. Be truthful in all representations and advertising.
8. Do not make any false or misleading statements about products or persons.
9. Avoid even the appearance of compromising the interests of any client in connection with seeking new representation assignments.
10. Do not think or act merely in transactional terms, but rather in a relationship-based manner.
11. Always protect the client's interests, regardless of whether or not an assignment is currently underway.
12. Retain and protect each client's proprietary information in absolute confidence.
13. Be a fiduciary and always place the interests of the client above your own.
14. When in doubt, over-communicate and over-disclose.

Member Company: _____

Designated Representative: _____