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GIAA CODE OF ETHICS

I pledge to the Insuring Public:

- Exercise diligence in placement of coverage;
- Provide professional, ethical service to each insured;
- Help the public to better understand the complexities of the insurance business;
- To render prompt, efficient accounting of all transactions to insured and companies;
- To advertise my agency and its products and services in an ethical manner.

I pledge to my fellow Agents:

- To compete fairly and honestly;
- To the best of my ability to observe the insurance laws of the state;
- Work to improve agent image with both the public and insurance companies.

I pledge to the Insurance Companies and / or General Agents:

- At all times to justify the confidence given me by my markets;
- Render complete underwriting information and applications, as best known by me;
- Work to ever improve communication and respect between my markets and my agency.

I pledge to my Agency perpetuation:

- To educate myself and my co-workers on a continuing basis;
- To prioritize service activity to reduce Errors & Omission potential;
- To accept business only in areas where my agency is competent.