



*AMIS/Alliance Marketing & Insurance Services*

## Code of Ethics

PREAMBLE: *AMIS/Alliance Marketing & Insurance Services* is in the unique position of functioning as the liaison between our clients and various insurance companies. As an insurance advisor, we owe our highest level of professional duty toward our clients, while also occupying a position of trust and loyalty to our insurance companies. Only by observing the highest ethical standards can we avoid any conflict between these two obligations. Therefore,

### WE BELIEVE IT TO BE OUR RESPONSIBILITY TO:

- Hold our business to the very highest of ethical standards.
- Always serve and honor the needs of our clients.
- Respect our clients' confidentiality and hold personal information in trust.
- Render the very highest level of service to our clients and their beneficiaries.
- Employ every proper and legitimate means to help our clients to protect insurable obligations, while rigidly adhering to the highest standards of business and professional conduct.
- Continuously improve our skills and add to our knowledge through thought and study.
- Conduct our business on such a high plane that others emulating our example would elevate the standards of our vocation.
- Keep ourselves informed with respect to insurance laws and regulations and to observe them in both letter and spirit.
- Respect the prerogatives of all others whose services are constructively related to ours and work in cooperation with them in meeting the needs of our clients.

~ AMIS MANAGEMENT

"For we do not preach ourselves, but Christ Jesus the Lord, and ourselves as your bondservant of Jesus' sake." ~ II Corinthians 4:5