

"T H A"

CODE OF ETHICS

As members of the Tennessee Housing Association, we subscribe to the principles set forth in the THA Code of Ethics, and pledge to comply with the specific standards of conduct established by the Code:

1. Our paramount responsibility is to our customers. I shall present myself to all customers in a manner which brings respect and prestige to the Association, and to the Industry.
2. ASSOCIATION members shall contribute constructively to the public image of manufactured housing living and enjoyment, in Tennessee and the country.
3. ASSOCIATION members shall merchandise their industry, products, and services, honestly, without false promises or misrepresentation, giving good value to their customers.
4. IN the correct conduct of our individual business, we pledge to refrain from any act that would bring discredit to our Industry or Association, or any individual member thereof.
5. IN our advertising and promotion endeavors, we pledge to emphasize the positive aspects and actual benefits of manufactured housing, and to refrain from any such endeavors that might deceive or mislead the public or include false claims.
6. ASSOCIATION members and their employees shall offer their merchandise and service on its merits and shall refrain from attacking competitors or their methods of doing business.
7. WE further pledge that all obligations to our customers contained in guaranties or warranties offered regarding the manufacture, sale or installation of our homes will be properly fulfilled within a reasonable period.
8. ASSOCIATION members shall not engage in methods of operation that are unlawful, unsanitary, or detrimental to the health and welfare of the public.
9. MANUFACTURED housing community owners shall subscribe, in principle and practice, to respect their responsibilities to the tenants within their park and shall maintain their park in such a fashion as to constructively improve the public image of manufactured housing living.
10. AS members of a progressive industry, we encourage research to develop higher standards of construction of our industry products, so that each manufactured home purchaser may receive the greatest value possible for every dollar.
11. TO work with all Association members as a united team, and to support the State Association in principle, and in practice, and to encourage others to do so.
12. WE assume these responsibilities with the understanding that to do so is part of our obligation as members of the *Tennessee Housing Association*.