



***CODE OF CONDUCT***

***2023***

*A message from the owner:*

Welcome to the North Shore Enhancement LLC code of conduct file.

My name is Katrina Eddy, and I am the proud owner and operator of North Shore Enhancement LLC. I am proud to say that the fantastic people I have working for me at my company are some of the best around. I make sure I only hire people who have a background in this industry with some sort of hands-on training. My crews take pride in every job that they do. I would like to add also, before anyone starts at my company, I run a background check and we also do random drug tests.

What keeps us together as a strong company is our core values. We are not only accountable for the great work that we do, but we also care very deeply about *how* we do it.

Our code of conduct defines the actions that we take, what we stand for as a company and how we present ourselves to our clients, distributors, and each other every day. By having a code of conduct, we are not breaking down every situation we may face on a day-to-day basis, these values are how we conduct ourselves everyday even in our personal lives. We use our values everyday to make the best decisions we can to make sure we as a company are happy, our clients are happy, and our distributors are happy.

I think of any document that I may type up as an owner, my code of conduct is probably the most important document.

Thank you for taking the time to read what we are all about as a company and we look forward to working with you in the future.

Best Wishes,

Katrina Eddy

Owner / Operator

## LIVING BY THE CODE:

**INTEGRITY \* CREATIVITY \* TEAMWORK \* COMMITMENT \* TRUSTWORTHY**

These 5 words written above are the words that we set our standards to live by everyday both professionally and personally. Despite how different every person here is, whether it is background, ethnicity, age, or experience, we are ONE company that everyday wakes up and decides to give 100% to our clients.

We conduct our business within the laws and guidelines drawn out by the state of Massachusetts but for us this just wasn't enough, we wanted to have guidelines that we follow as a company as well. We strive to create a work environment where our employees can come to work each day, take pride in what they do, be themselves, be independent but still get everything done every day so our clients are happy. I have created a company culture that, as an owner, I can stand up and be proud of. As a team, we are laying the foundation using these values to push ourselves to greater success. I will always uphold the reputation I have gained in this industry over the past 20 years to build an empire that I can be proud of, my employees can enjoy and that my children can some day take over and operate with the same core values.

This code of conduct applies to every employee, sub-contractor, and student that we have with us. Each person has a responsibility to read and fully understand our code of conduct and put it to work each day to make North Shore Enhancement LLC stronger. Each person in this company who is in a position of power holds the responsibility to make sure other employees are following our code of conduct.

# REPORTING RESPONSIBILITIES

If you become aware of a situation where someone has violated the code of conduct, any Massachusetts laws, OSHA regulations or any of our policies, please contact the owner, Katrina Eddy, immediately. Please use the right to report responsibly and only report issues where there is clear cut violation. The “right to report” is not to be used a blackmail, harassment, or personal / professional attacks. Please use the below contact information to make a report if necessary.

**Contact Name:** Katrina Eddy

**Phone Number:** 978-201-8117 (pictures can be sent to this number if applicable)

**Mailing Address:** 197 Main St Suite 206A North Reading, MA 01864

**Email Address:** [NSEnhancement@gmail.com](mailto:NSEnhancement@gmail.com)

**Website:** [www.NSEnhancement.net](http://www.NSEnhancement.net)

**Facebook:** [www.Facebook.com/NSEnhancement](http://www.Facebook.com/NSEnhancement)

Violations of North Shore Enhancement LLC policies, procedures, or our code of conduct will be addressed promptly and effectively and will be handled appropriately. In accordance with our employee handbook, OSHA regulations and Massachusetts law, violations may result in disciplinary action up to and including termination of employment.

North Shore Enhancement LLC has a No Retaliation Policy, where we will not take any action against you because of raising our awareness to an ethical issue in good faith. Also, North Shore Enhancement LLC does not tolerate retaliation by the individual against the employee or other person for raising a concern or making a report in good faith.

## OUR VALUES PUT INTO ACTION



### INTEGRITY

The power of being honest everyday



### CREATIVITY

The power of bringing a vision to life



### TEAMWORK

The power of working together



### COMMITMENT

The power of taking responsibility for our work and actions



### TRUSTWORTHY

The power of being honest with clients, each other and ourselves

# INTEGRITY

“The Power of Being Honest”

Our clients, distributors and employees can rest easy knowing that North Shore Enhancement LLC will always be honest about what we do. We may have dirty hands, but we always have clean money. If you have given us a deadline for a project and that deadline is reasonable, we will do everything in our power to have it done. We will always deliver on our promises. The owner and operator has built her reputation in this field through trust; our clients and distributors know that Katrina stands by her word and a handshake is worth everything to her. North Shore Enhancement LLC is a respectful company that operates in an open and honest manner.

North Shore Enhancement LLC holds themselves to the highest standard of integrity and ethical behavior. We will always tell the truth; we will always promise ONLY what we can realistically deliver on. We always want to make sure that when we say something, our clients, distributors, and employees can be sure it is the truth, and we will keep our word.

North Shore Enhancement LLC employees will not engage in activities that create or may create conflict between personal interest and company interest. Conflict of interest can arise in any part of the North Shore Enhancement LLC operations. A conflict of interest will usually arise when an employee or former employee has information about the company that may be valuable to someone outside of the company. The conflict of interest can happen when this employee is offered a gift, a favor or anything else in exchange for information. Please note that North Shore Enhancement LLC employees will not accept gifts or favors in exchange for information. The people we hire are trustworthy people who would not deliver information about the company.

North Shore Enhancement LLC believes that fair competition is fundamental to success. We will however avoid arrangements that will leave a bad taste in a client, employee, distributor, or competitors' mouth. We do not involve ourselves in “petty bids”, meaning we will never bid a project or property despite a competitor. If we bid a project or property, it is because we truly believe we can provide the best service to that person. We will never bid against friends or family and in turn cause problems or arguments.

North Shore Enhancement LLC has a legitimate bookkeeping and billing system that we take great pride in. The integrity of our billing and pricing is based on validity, accuracy, completeness, timeliness, and understanding of our basic information and contracts. We will ensure that our bills will be accurate and sent out in a timely manner and will reflect exactly what the contract says.

North Shore Enhancement LLC employees will always communicate with each other in a respectful, fair, honest, and open manner. When we communicate through our webpage or Facebook, we are consistent in our messages. When we release information about the company, we do it fairly and we do not favor any group or idea.

North Shore Enhancement LLC handles all internal information with care. By internal information, we are referring to client information, contact information, pricing, etc. This information to us has significant importance and would never release information to any outside person. Any person from North Shore Enhancement LLC will not use internal information for any personal gain. The only people who will have access to the personal information would be our office manager and the owner, Katrina.

North Shore Enhancement LLC is firmly against influencing other either directly or indirectly. We will not pay or accept bribes or kickbacks or any other measure that is unethical or would tarnish our reputation for honesty and integrity.

# CREATIVITY

“The Power of Bringing a Vision to Life”

North Shore Enhancement LLC prides ourselves on the level of creativity that we have. We will always set *and* achieve ambitious goals. The quality of our work reflects the power that we have as a company. We take great pride in what we do every day, and we of course take pride in what we can accomplish for our clients. We are very passionate about turning an idea that a client has into an amazing masterpiece that they can enjoy. We are determined to serve our clients through innovation, creating improvements on a property, and intense focus on client needs and wants. For everyone at North Shore Enhancement LLC, creativity is not only something we each value, but it has become a discipline.

North Shore Enhancement LLC uses nothing but the best tools and programs to make your creative masterpiece come to life. We are dedicated to delivering the best designs we can to our clients, whether we are designing a new outdoor living space like a patio or if we are adding color with shrubs and flowers to the front of the house. With each design we do, we continue to improve. Our continued success depends on us exceeding our client’s expectations. Most clients have somewhat of an idea as to what they want, it is our job to take those few ideas they have and turn it into a show stopping masterpiece.

North Shore Enhancement LLC truly believes there is no such thing as a “job too small”. If we can use our creativity to make a client happy, then in turn, we are happy and we will feel accomplished. We are driven to meet the individual needs of each client. We have built a reputation with our clients by listening to them, understanding their needs and wants, and delivering the best and most creative work we can.

North Shore Enhancement LLC employees expect their workplace to be welcoming to their creativity and ideas. We want all our employees to know they have worth in this company and everything they do to make our clients happy does not go unnoticed.

North Shore Enhancement LLC asks their employees to give their best efforts every day, learn from their successes with designs and to also take lessons from setbacks they may have faced if a client does not like a design idea.



# TEAMWORK

“The Power of Working Together”

North Shore Enhancement LLC employees strive to help each other succeed. We are a team, and we share unique techniques, points of view, and talents to help push each other to be our best selves.

North Shore Enhancement LLC values each employees' contributions to the company no matter how big or small the contribution may seem. We treat every employee with the same respect, trust, and dignity we would expect others to treat us with. North Shore Enhancement LLC insists on having a harassment and intimidation free workplace. Every employee has the right to come into a positive work environment every day. We want our employees and clients to feel they can come to us with any concerns or questions. We are a team at North Shore Enhancement LLC, we consider our clients and distributors as part of our team also because without them we would not be here.

North Shore Enhancement LLC strives to build and maintain a productive, motivated, positive, and caring work environment by treating everyone fairly and equal. We select and place employees based on their experience and qualifications for the work that needs to be performed. North Shore Enhancement LLC supports and obeys the laws that prohibit discrimination.

North Shore Enhancement LLC embraces how diverse our crews are and we celebrate inclusion. We respect and enjoy the uniqueness of each employee, we know that if we were all the same and all thought the same, we would not be as successful as we are now. We are receptive to every point of view, but we make the final decision.

North Shore Enhancement LLC seeks strong, and mutually rewarding business relationships with distributors throughout Middlesex County, Essex County and Southern New Hampshire. We view our distributors as an extension of our company and an essential part to our success.

# COMMITMENT

“The Power of Taking Responsibility for Our Work & Actions”

North Shore Enhancement LLC makes nothing but meaningful commitments to our employees, clients, and distributors. We are responsible members of our community who are dedicated to safety, care for the environment, and manage our business based on ethics.

North Shore Enhancement LLC employees understand the commitment they have to the company to protect and uphold the reputation that the owner, Katrina Eddy, has built. Every employee has both individual goals and goals that we try to reach as a company. Every day we expect our employees to use good judgement and avoid any communication that could potentially damage our reputation.

North Shore Enhancement LLC will go to extraordinary lengths to protect our assets. When we say our assets, we are referring to our brands, technology, business information, client information and distributor information. We do not hire people with the intention of trying to gain information about other companies or individuals. Some information we will communicate publicly such as advertisements, new equipment, deals, news articles, etc.

North Shore Enhancement LLC mainly uses technology for our communication, whether it is email, text, phone calls or Facebook. This technology is used for legitimate business reasons only and all activities are first authorized and always overlooked by Katrina to make sure everything is being done in a supportive, positive, and professional manner. Access to our technology is a privilege, not a right; and must be handled in a responsible and professional manner.

North Shore Enhancement LLC only gathers personal information that is needed or appropriate for business purposes. We take every safety measure to make sure that our employee, client, and distributor information is kept safe and guarded.

North Shore Enhancement LLC will honor the commitment and promises that we put forward when we signed a contract with you, whether you are an employee, client, or distributor. We will hold ourselves responsible for meeting the obligations imposed by this type of business and insure we will act with honesty and respect.

# TRUSTWORTHY

“The Power of Being Honest with Clients, Each Other, and Ourselves”

North Shore Enhancement LLC progress as a company involves a balance of environmental stewardship, social responsibility, economic growth, and honesty. We take pride in operating with an honesty-based system.

North Shore Enhancement LLC understands that not every day will be easy and that not every project will run flawlessly. We understand as a company that to keep our relationships top notch with our clients we need to be honest about each job.

North Shore Enhancement LLC is based on building trust with our employees, clients, and distributors. If we arrive at your property and you as the client thinks that something should be done, we will be honest with you if you can save money and hold off on a project or job that may not be necessary. We are all about having trust.

North Shore Enhancement LLC provides our clients with services and solutions that they can trust will be the best for their property, their wallet and themselves. We strive each day to make each job site as productive as possible so you as the client get the best bang for your buck.

North Shore Enhancement LLC prides ourselves on using strictly organic fertilizers! We understand that people have children and pets that they love very much and the owner, Katrina, also has children and a dog, so we want our clients to trust that their two- and four-legged family members are safe.

North Shore Enhancement LLC builds trust and engagement through open and honest dialogue.