



BERESFORDS

Wealth Management

*As a financial services company, you would expect us to be bound by the ethical standards of our profession, but for us that's just the beginning.*

*Going the extra mile for our clients is the very least we expect of ourselves.*

*In addition to our cultural values, which define the expectations of our etiquette and business relationships, we all agree to abide by the following code of ethics:*

- ✔ Our client, and internal relationships are built on trust and respect – we will do everything in our power to protect and grow that trust and respect and strive to never do anything to compromise those pillars.
- ✔ We will always operate with the utmost transparency, honesty and integrity.
- ✔ We will always act with absolute fairness in our business, client, and internal relationships and we are committed to making a positive impact.
- ✔ Our clients and colleagues can depend on our loyalty and our dedication to help them live their best life experience.
- ✔ We assert mutual respect of the cultural values of Beresfords, our partners and our third-party suppliers. We understand what it takes to build prominence and in our business dealings with these companies and their clients, we expect both parties to enhance each other's hard-earned reputations with professionalism and exemplary conduct.
- ✔ All employees and partners of Beresfords agree to embrace and uphold the high ethical standards that govern the way we conduct our business.
- ✔ We each take responsibility for protecting our culture and preserving the reputation of our brand. We will not be afraid to speak up, should we become aware of anything that could compromise our culture and reputation.
- ✔ We play a critical role to fully support each other in doing the right thing. Ultimately, to ensure an outstanding experience for our clients – always mindful of the principles that Influence our behaviour and empower those around us.
- ✔ We understand that it is the responsibility of every leader, colleague, and partner, to nurture a stimulating, dynamic and enjoyable working environment, and create a business culture that people want to be a part of.
- ✔ We understand that we are all Ambassadors for our brand, and we commit to being guided by our values and code of ethics, every day.

