

Florida Vacation Rental Managers Association
Code of Ethics and Standards

1. To become informed and remain informed on matters affecting the vacation rental industry within the state.
2. Not to make any false or misleading statements regarding other members of your profession. If any opinion is offered, make it in an objective, professional manner.
3. To become active in your community for the purpose of helping to alleviate any practices that could be damaging to the visiting public or bring discredit to your industry.
4. To set a positive example for the industry by strictly abiding by all state and local laws which govern Florida vacation rentals.
5. To share expertise and experiences, both good and bad, to elevate overall service level and public perception of the vacation rental industry generally.
6. Conduct business to avoid controversy with others in the industry.
7. To promote and protect the interests of owners and treat customers fairly and honestly in all aspects of business and service.
8. To not misrepresent or conceal pertinent facts regarding properties to any affected party including actual or potential owner and/or clients and/or customers.
9. To not deny equal professional services to any person for reasons of race, color, religion, sex, handicap, or national origin.
10. To maintain a level of professionalism for service within your expertise to maintain the highest standards of the vacation rental industry.
11. To not recommend a service or business within another organization with which you have a vested interest without disclosing your involvement with such organization at the time of the recommendation.
12. To present an accurate offering of rental properties in all advertisements and presentations to the consumer.
13. To ensure that all obligations to both owner/client and customer/client are in writing and in such a form as to exactness, including terms and conditions.