



**PLUMBING-HEATING-COOLING  
CONTRACTORS ASSOCIATION®**  
*Best People. Best Practices.®*

# CODE OF ETHICS

**PLUMBING-HEATING-COOLING-CONTRACTORS — NATIONAL ASSOCIATION**

## It's Not Only the Right Thing to Do... It's Just Good Business.

How do you make sure your customers are not only satisfied with your work, but are also enthusiastic fans who recommend you to others? One of the best ways is to **keep doing what you have always done** — following the highest standards of business ethics. Adhering to these standards is a great way to separate yourself from the competition:

**To consider** our trade worthy as affording us distinct opportunities to serve society

**To improve ourselves**, increase our efficiency and enlarge our service, and by so doing attest our faith in the fundamental principles of life, that we profit most who serve best

**To realize** that we are businesspersons and ambitious to succeed; but that we are first ethical persons, and wish no success that is not founded on the highest justice and morality

**To maintain** the highest ethical standards of advertising, pricing, selling, installation and service guided by the principles of honesty and integrity

**To promote** the latest technological advances in the design, types and methods of installation of plumbing-heating-cooling systems; using equipment and materials complying with the standards recognized by this industry

**To enter** enthusiastically into the association work—to give as well as take—and do our part in elevating the industry

**To support** all progressive moves that are being carried out along the lines of trade extension, standardization and sanitation

**To conduct** our affairs that others in our business will find it wise, profitable and conducive to happiness to emulate our example

**To follow and execute** our work in conformity with federal, state, county and city building, safety, energy and water conservation, fire and housing codes; and refusing to be a party to any action that violates these regulations

**To promote conservation** of water and energy to the public we serve through improved, adequate, safe, modern installation of energy efficient equipment

### Antitrust Compliance

Antitrust compliance is the responsibility of every member. The following rules are applicable to all association activities and all oral and written communications.

No association meeting or activity will be used to bring about an agreement, whether formal or informal, among competitors with regard to prices, terms or condition of sale, sales and promotions, distribution, volume of production, territories, or customers.

No association meeting or activity will include any discussion of actual prices, costs, or any other terms of competition. No information on such subjects will be exchanged or discussed without prior approval of counsel.

No association meeting or activity will include any discussion which might be construed as an attempt to prevent any business entity from gaining access to any market or customer for goods or services, or to prevent any business entity from obtaining a supply of goods or otherwise purchasing goods or services freely in the market.

All members are expected to comply with these standards in informal discussions at the site of any association meeting.

## BEST PEOPLE. BEST PRACTICES.®

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