

# BASSETT, DAWSON & FOY, INC.

COMPREHENSIVE WEALTH MANAGEMENT *\*Since 1984*

## CODE OF ETHICS

1. **Integrity** – We will earn and keep your trust by demonstrating the highest standards of personal and professional integrity. We are committed to absolute honesty which is never swayed by personal gain or advantage.
2. **Objectivity** – We will be honest and impartial in the recommendations and suggestions we make.
3. **Competence** – All members of Bassett, Dawson & Foy, Inc. are well qualified in skill, knowledge, and ability to sufficiently serve our clients.
4. **Fairness and Suitability** - We will strive to ensure that the advice and services we offer are suitable and appropriate given the client's goals, objectives and current financial condition. Dealings and recommendations to clients will be in the client's best interests.
5. **Full disclosure** - We will always make full disclosure to clients with respect to compensation being earned and conflicts of interest that may exist.
6. **Confidentiality** – Safeguarding your privacy and protecting the information you disclose to us is a top priority. Confidentiality includes maintaining proper physical and technological safeguards to protect confidential client information. Relations with clients shall be kept private.
7. **Professionalism** – Our relationship with you will be characterized by dignity, courtesy, and respect.
8. **Diligence** – We will respond to your questions, needs, and requests promptly and thoroughly. We strive to provide exemplary service to our clients.