This means being accountable for all your actions - don't blame others if things go wrong, and if you suspect something isn't right, be prepared to do something.

If someone makes a complaint about something that you have done, then respond in an appropriate and professional manner and aim to resolve the matter to the satisfaction of the complainant as far as you can.

If you think something is not right, be prepared to question it and raise the matter as appropriate with your colleagues, within your firm or the organisation that you work for, with RICS or with any other appropriate body or organisation.

If your firm or organisation have a clear complaints handling procedure?

Do I learn from complaints?

Do I take complaints seriously?

Am I clear about what the process is within my firm or the organisation that I work for about raising concerns?

Have I considered asking for advice from RICS?

This means being honest and straightforward in all that you do.

Being open and transparent in the way you work. Sharing appropriate and necessary information with your clients and/or others to conduct business and doing so in a way so they can understand that information.

Respecting confidential information of your clients and potential clients. Don’t divulge information to others unless it is appropriate to do so.

Not taking advantage of a client, a colleague, a third party or anyone to whom you owe a duty of care.

Not allowing bias, conflict of interest or the undue influence of others to override your professional or business judgements and obligations.

Making clear to all interested parties where a conflict of interest, or even a potential conflict of interest, arises between you or your employer and your client.

Not offering or accepting gifts, hospitality or services, which might suggest an improper obligation.

Acting consistently in the public interest when it comes to making decisions or providing advice.

What would an independent person think of my actions?

Would I be happy to read about my actions in the press?

How would my actions look to RICS?

How would my actions look to my peers?

Do people trust me? If not, why not?

Do I say “show me where it says I can’t” or do I say “is this ethical”?

Would I like to be treated in this way if I were a client?

Do I promote professional and ethical standards in all that I do?

Do I think about the interests of the profession?

Do I promote professional and ethical standards in all that I do?

Do I say “show me where it says I can’t” or do I say “is this ethical”?

This means treating people with courtesy, politeness and consideration, no matter their race, religion, size, age, country of origin, gender, sexual orientation or disability. If you are also making a career in the public sector, it also means being aware of cultural sensitivities and business practices.

Always being courteous, polite and considerate to clients, potential clients and everyone else you come into contact with. Never discriminate against anyone for whatever reason. Always ensure that issues of race, gender, sexual orientation, age, size, religion, country of origin or disability have no place in the way you deal with other people or do business.

As much as you are able, encourage the firm or organisation you work for to put the fair and respectful treatment of clients at the centre of its business culture.

Would I allow my behaviour or the way I make my decisions to be publicly scrutinised? If not, why not? If so, what would the public think?

Are my personal feelings, views, prejudices or preferences influencing my business decisions?

Do I treat each person as an individual?

This means acting in a manner, both in your professional life and private life, to promote you, your firm or the organisation you work for, and the profession in a professional and positive way.

Promoting what you and the profession stand for - the highest standards globally.

Understanding that being a professional is more than just about how you behave at work; it is also about how you behave in your private life.

Understanding how your actions affect others and the environment and, if appropriate, questioning or amending that behaviour.

Always trying to meet the spirit of your professional standards and not just the letter of the standards.

Do my actions promote the profession in the best light possible?

What is the best way for me to promote trust in myself, my firm and the profession?

Do I explain and promote the benefits, the checks and balances that exist with the professional services that I provide?