



Code of Conduct for HTA Certified firms

HTA Certified firms are a group of like-minded companies that believe in providing their clients with best-in-class design, installation and service, with a commitment to continual improvement in all aspects of their business. They understand the benefit to their company and the reputation of the entire CI industry by being good citizens in the home technology integrator marketplace. As such, the Home Technology Association looks for certified dealers to abide by a Code of Conduct as described here*.

Community

- We encourage all certified dealers to reach out and meet the owners of other nearby HTA Certified dealers. Build new friendships and community. Help each other out in times of need when possible. We strongly discourage actively recruiting employees from other HTA Certified firms.
- Do not disparage competitors. Take the high road and speak of your unique selling proposition. If a prospective client is getting a proposal from a competitor you know to be a poor choice, instead of tearing that company down, strongly encourage the prospective client to check their references thoroughly. Use your HTA Certification status to legitimately elevate and differentiate your company from the subpar competitors.
- Always remember to mention your HTA Certification status to your clients early and often throughout the relationship. Your HTA Certification sets you apart from non-certified firms. The HTA standard builds trust, ([click here and share this link](#)).
- If there is an integrator in your market who is handling his business poorly, make an effort to meet the owner and share constructive feedback to help them be better. Be a mentor.

Customer Service / Aftercare

- Taking care of your clients after the sale is vital to long-term success for your company and fosters customer loyalty. The CI industry is infamous for engaging in takeover projects. Do not let poor customer service policies encourage your clients to look elsewhere for support.
- Although not required to be HTA Certified, the Home Technology Association recommends dealers employ a ticketing system to document and track service requests.



- The Home Technology Association educates clients that 24-hour service usually incurs recurring subscription fees ([click here](#)).

Professionalism

- Product training is vital. Establish a program to ensure your technicians are up to date with the latest product developments.
- Although not required for the Foundation tier of HTA Certification, the Home Technology Association strongly recommends all integration firm create (and charge for) design and engineering documentation. Architects, interior designers, lighting designers, etc. do not create their designs for free, neither should you. Elevate your professionalism by charging for your knowledge and expertise. An article on the HTA's website supports the creation of this documentation and relates that clients should expect to pay for this service. ([click here](#)).
- Be diligent on finishing the last 5% of the project!

Profitability

HTA Certified dealers have a strong competitive advantage against non-certified firms. HTA's 3rd party validation builds trust. Just as a GIA or EGL Certified diamond is more expensive than a non-certified diamond, you are worth more than a non-certified firm. In our vetting experience, we have found that companies that regularly discount their proposals to win projects often have a high correlation with poor customer service. As such:

- HTA Certified firms deserve to earn a fair profit. Clients focused on finding the lowest price do not understand your value.
- HTA Certification changes the conversation from price to competence. The HTA discourages competing on price. Compete on competence!
- Use the HTA technology budget calculator to help your clients understand realistic financial parameters for their projects.
- Educate your clients with this helpful article: [Budget Advice – 4 Vital Tips](#). It will help them understand the value and importance of what you do and how it affects their daily lives and the enjoyment of their home.

* Failure on the above points may exclude a dealer from HTA Certification or cause a dealer to lose HTA Certification status.