




Professionalism and Ethics
in the Air Duct Cleaning
Industry




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Presenters



Colin Trudo



Disclaimer

This presentation is not intended to be a comprehensive program covering all aspects of this topic. All technicians are encouraged to read and follow all applicable standards, codes and regulations related to this topic.

- ✓ It is the responsibility of each individual contractor to follow local building codes and licensing requirements and to work safely in accordance with OSHA guidelines.
- ✓ It is the contractor's responsibility to take proper precautions on each project to prevent cross contamination. Always take the health and safety of the building occupants into consideration before you conduct any cleaning procedures.
- ✓ All of the following tips are only general tips. They do not cover every situation and it is your responsibility to adapt these tips to the individual system you are working on.
- ✓ The Instructor is not responsible in any way for the work you perform after viewing this slide show. You are responsible for your own work.
- ✓ The views and opinions following are the instructors opinions and not necessarily the official position of the National Air Duct Cleaners Association.



What We'll Learn

- Lasting Professional Impact on Industry
- Professionalism vs Ethics
- Standard of Care
- Paradigm for Applying Standards

AIR DUCT CLEANING

Cleaning Your Air Ducts Could Possibly Be the Healthiest Home Improvement!

CALL TODAY!
\$49.95 Expires 8/4/15

BONUS
FREE CHAIR UPRAZE INSPECTION
• Check All Lines For Leaks
• Inspect Insulation
• Inspect For Water Damage

OFFER INCLUDES:
12 vents, 1 return and a main trunkline plus a complete air system inspection!

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UV Lighting Systems, Dryer Vent Cleaning
24 Hour Water Removal**

Photos for illustration purposes only

Mon. - Sat. 8am-8pm

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PURIFY YOUR ENTIRE HOUSE!

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Senior Citizens,
Expectant Mothers &
Military Personnel

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Whole House Air Duct Cleaning
We open, agitate & vacuum the entire duct work
Under negative pressure - Unlimited vents to a single furnace
Exp. 12/15/09

FREE DRYER VENT CLEANING
With Complete Ventilation System Cleaning
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FREE FURNACE CHECK-UP
With Above Package
Exp. 12/15/09

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Asthma, Bronchitis, Eye Irritation Allergies, Headaches,
Nasal Congestion, Sinus Problems, Migraines, Musty
Odors & Excess Dust On Furniture? We Can Help!
We will beat any competitors's advertised price

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Family Owned & Operated for 15 Years
CALL NOW
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Professional, Residential & Commercial
CLEANING HELPS REDUCE ENERGY BILLS

Impact on the Industry

Types of Scams

- Blow-and-go
- Bait-and-switch
- Mold inspection scams

What's the Impact?

Ethics
versus
Professionalism

What's the difference?

Ethics vs Professionalism

ETHICS	PROFESSIONALISM
<ul style="list-style-type: none">•Honesty•Integrity•Responsibility•Respect and Caring for Others	

Ethics vs Professionalism


ETHICS	PROFESSIONALISM
<ul style="list-style-type: none"> •Honesty •Integrity •Responsibility •Respect and Caring for Others 	<ul style="list-style-type: none"> •Reliability •Accountability •Competency

Impact on the Industry

Be Ethical, Be Professional, Grow our business!

- Personal & Employee Development
- Promote Accountability
- Competence
- Reliability

NADCA Code of Ethics



NADCA Code of Ethics for Regular Members

1. We will serve our customers with integrity and competence.
2. We will perform our work using sound, proven methods. In order to eliminate or prevent the delivery of faulty products to the value chain through NADCA's network, we will review the job and offer our services to the value chain. This will include the use of sound, proven methods, including the value chain as a strength or obstacle. Before making a trade or service, including installation, maintenance, and/or repairs.
3. We will be honest and forthright about our activities.
4. We will provide our clients with accurate information and consultation of the business and physical condition of the HVAC system, using this information to determine the type of cleaning and maintenance services required.
5. We will provide only necessary and related services to our clients, and will not use NADCA's Best Pricing to create a selling environment or unethical practices or services.
6. We will provide services only after considering the necessary bonding and licensing procedures.
7. We will utilize the services and products of those who possess specialized skills, tools, or techniques and are not affiliated with NADCA.
8. We will stay abreast of new developments in technology, tools of the trade, building codes, the Uniform Mechanical Code and any other codes or regulations that directly affect our work.
9. We will require that all employees of our firm practice NADCA's Best Pricing in accordance with NADCA's policies and procedures.
10. We will adhere our services in accordance with the current published standards of the Association. If we are unable to comply with the NADCA standards, we agree to discuss this limitation to the customer at the time of work, in writing, if applicable.

The NADCA Ethics Committee shall have and investigate charges of unethical or illegal conduct between association members, and will make recommendations to the Board of Directors concerning the resolution of these charges.

NADCA Code of Ethics



NADCA Code of Ethics for Regular Members

1. We will serve our customers with **integrity** and **competence**.


NADCA Code of Ethics



NADCA Code of Ethics for Regular Members

3. We will be **honest** and forthright about our **advertising**.


NADCA Code of Ethics



NADCA Code of Ethics for Regular Members

4. Provide **accurate** inspections and evaluations of the cleanliness and physical condition of their HVAC system...

NADCA
Code of Ethics



NADCA Code of Ethics for Regular Members

4. ...using this information to determine the type of cleaning and maintenance services required, **if any.**

Standard of Care

Standard of Care

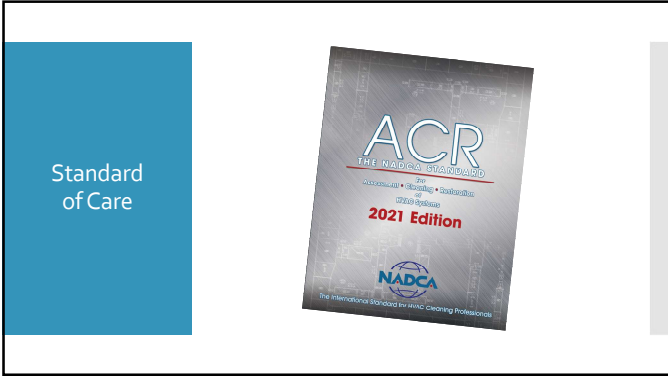
n. the watchfulness, attention, caution and prudence that a reasonable person in the circumstances would exercise.

Failure to meet the standard is negligence, and any damages resulting therefrom may be claimed in a lawsuit by the injured party.

• Source: LAW.com

Standard of Care

How do we determine the Standard of Care?



Standard of Care

PURPOSE

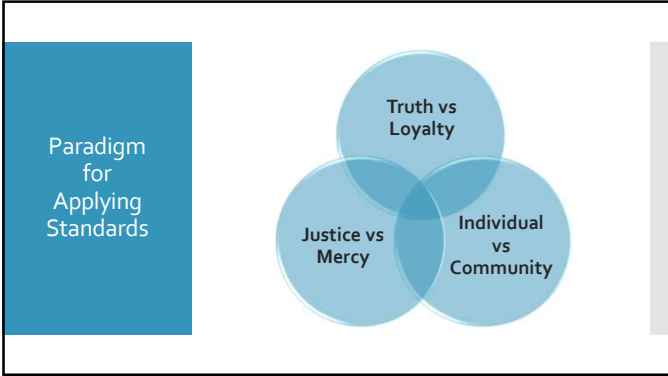
ACR The NADCA Standard – 2021 Edition supersedes all previous editions and is considered the standard of care for the HVAC cleaning and restoration industry.

Standard of Care

PURPOSE

ACR The NADCA Standard – 2021 Edition supersedes all previous editions and is considered the **standard of care** for the HVAC cleaning and restoration industry.


Standard of Care



NEVER SAY SOMETHING YOU DON'T WANT TO SEE ON THE FRONT PAGE OF THE LOCAL PAPER.
 - TIP O'NEILL -

Professionalism and Ethics in the Air Duct Cleaning Industry

A graphic featuring the text "Q&A" in large, bold, blue letters with a hand-drawn, sketched appearance. Below it, the phrase "You have Questions We have Answers" is written in a similar hand-drawn style. The background is a light blue grid pattern.



Professionalism
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the Air Duct
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Thank you
for
Participating!

