



Byelaw 2 (ARLA Code of Practice)

The ARLA Code of Practice

The objective of having a suitably robust and single Code of Practice is that it should provide a reasonable and commercial framework in which ARLA members can operate competitively and effectively whilst still protecting and promoting both clients' and consumers' interests.

There are other key benefits: -

- It underpins the Association's ability to continue to influence and raise standards within the private rented sector.
- It is an ongoing demonstration of ARLA and its members' commitment to high standards, our ability to self-regulate and thus provides a unique selling point that helps differentiate ARLA Member Firms from others in the sector.
- It provides recognised and consistent criteria against which the Association can instigate an independent and transparent disciplinary, complaints and appeal process relating to non-compliance, which therefore is fair to both members and consumers and applies sanctions (if appropriate) that are commensurate with the nature, scale or frequency of breaches.
- ARLA and its members are able to demonstrate to Government and other Regulatory bodies or Consumer Protection groups that we are genuinely committed to measures that remove or ease undesirable practices.

Aims of the Code of Practice:

1. To help to ensure that clients, customers and staff of Member Firms are aware of the expectations of standards of service that ARLA Member Firms strive to provide.
2. To help to maintain and enhance the reputation, standing and good name of ARLA and its membership by protecting the public against fraud, misrepresentation and malpractice in the lettings industry.
3. To help to ensure that there is a positive differentiation between ARLA Member Firms' service standards and other letting agents.

The full Code of Practice, as amended from time to time, is considered as Appendix B to this Byelaw (2), and is available as a hard copy A5 booklet from ARLA administration or by visiting the Association's website www.arla.co.uk as a pdf file, for viewing and/or downloading.