



As a business, Serenity Paws holds high ethics for integrity, transparency and expert performance. We put our customers first, in every situation. We do what's right for our customer by:

- Educating them about their dog's grooming needs
- Treating them with respect and love
- Offering consistent information and reasonable pricing
- Developing lifelong relationships with our clients and their pets
- Responding promptly to inquiries and complaints
- Maintaining a cheerful attitude.
- Doing the right thing in the right way and hold ourselves accountable
- Honoring the trust of our customers by maintaining rigorous standards of honesty and integrity

Our competitive advantage lies in the people we hire. We strive to attract, develop, motivate and retain the best team members. Our team members are valued and supported in every aspect of their workday because:

- We operate on a role-model basis to actively demonstrate ethical leadership
- The whole team is important and deserves respect. Everyone is treated with fairness & dignity.
- Patience and encouragement are the foundation of every interaction
- We do not tolerate disrespect, harassment or intimidation.
- We communicate our expectations and concerns clearly
- We always perform at the top of our game and are proactive about supporting team members by offering help wherever it is needed.
- Employees always act with honesty and integrity
- Reporting any violations, concerns or issues we see in the workplace immediately and accurately.
- Create a welcoming work culture where everyone feels wanted and comfortable
- All employees are familiar with employee policies and procedures contained in this code of ethics and employee handbook
- All employees avoid conflicts of interest in their personal and business activities including their relationships, outside employment and online behavior.

When our team members are following the code of ethics they contribute to a positive and productive environment that:

- Develops individual talents
- Is open to new ideas and various points of view
- Encourages leadership and service
- Holds high standards of responsibility and accountability in every situation
- Demonstrates unparalleled expertise and joy to clients and the community
- Holds everyone accountable for their decisions and actions.
- Demonstrates individual personal investment in Serenity Paw's reputation, vision, values, goals and mission.