



TradeCertified™

Membership Standards

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Fair. Accurate. Independent. *Local.*



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MEMBERSHIP STANDARDS

• Established Business History

Company must meet at least one of the following requirements: 1) Registered in the United States or Canada under the same tax identification number for at least 24 months, 2) conduct business operations in the same physical location for at least 24 consecutive months.

• Industry Affiliation

Company must be a current member of at least one of the following organizations: 1) Better Business Bureau (bbb.org), 2) trade association of your core business, 3) National Small Business Association (nsba.org), 4) local, USA or Canadian Chamber of Commerce (uschamber.com, chamber.ca).

• Customer Testimonials

Company must submit three or more positive, written customer testimonials related to sales or service of your business.

• Permanent Location

Company must have one of the following: 1) Permanent showroom location with exterior signage and normal business hours posted, or 2) one or more dedicated commercial vehicles in service fleet with company signage displayed on vehicle.

• Continuing Education

Company must attend industry events or receive education related to core business operations. Course curriculum may include attendance at industry trade shows, associations, chapter meetings, manufacturer events, on-demand courses or in-store training completed in the last 18-months.

• Customer Bill of Rights

Company agrees in writing to adhere to and implement the TradeCertified™ Bill of Rights to ensure customer's expectations are met and there is an overall positive purchase experience.

• State Licensing

Company must have valid state contractor's or trade license to conduct business related to core products or services sold to general public (if required by state law).

• Commercial Liability Insurance

Company must have valid general liability insurance policy in excess of \$250,000 USD.

• Complaint Resolution

Company must demonstrate strong commitment to customer satisfaction and complaint resolution. Additional emphasis is placed on maintaining consistent and positive consumer reviews related to buying experience. (As determined by third-party auditor)

• Corporate Citizenship

Company must adhere to 1) maintaining a strong business ethics philosophy 2) provide no cause for consumers to question the reliability or delivery of products or services purchased, and 3) show no intentional history of engaging in deceptive or misleading advertising. (As determined by third-party auditor)



No Paid Winners. Fair, Accurate and Independent Results.

TradeCertified™ Businesses are selected solely based on merit. To maintain complete impartiality, TradeCertified™ employs independent, third-party accounting firms to validate applications submitted by small businesses, professionals and service centers in North America.

TradeCertified.com/Standards.php

ADDITIONAL REQUIREMENTS FOR SPECIFIC TRADE INDUSTRIES.

• SWIMMING POOL & SPA OPERATORS

Service Training. Business must meet at least one of the following service standards: 1) Completed swimming pool, hot tub or swim spa manufacturer factory service program, 2) attended APSP or NSPF service courses, 3) state licensed contractor, electrician or plumbing subcontractor or 4) documented three years of in-field pool/spa service tech experience provided by business.

Chemical Handling Class. Business must have at least one employee who has completed Certified Pool Operator (CPO), IPSSA, APSP, IHTA, NSPF, Bioguard, manufacturer, distributor or equivalent chemical handling course.

Certified Manufacturer. Service company must sell/use at least one line of pool or spa equipment to consumers, which has been Poolsearch, Spasearch or SpaRetailer Certified™ in the last 18 months to ensure quality control.

• ATTORNEYS | REAL ESTATE | ARCHITECTS CERTIFIED PUBLIC ACCOUNTANTS

Member of professional organization. Individual must be in good standing with professional organization. Further, individual must be properly licensed in state (if required by law) to conduct business.

• PEST CONTROL

Chemical Handling Class. Business must have at least one employee who has successfully completed NPMA manufacturer, distributor or equivalent chemical handling course.



Documentation provided by applicant. Other standards are verified by independent third parties.

TradeCertified™ reserves the right to change or modify enrollment standards without notice. Please visit TradeCertified.com for current requirements for your industry SIC code.