



Association of Senior Referral
Professionals of Washington

ASRP Code of Ethics & Best Practices

The Association of Senior Referral Professionals of WA (ASRP) expects members to operate with transparency, fairness and the highest level of responsibility to elderly and vulnerable adults and the providers who care for them. Members of ASRP are expected to hold to the Code of Ethics throughout their membership and are highly encouraged to adopt the following Best Practices. The Code of Ethics and Best Practices were developed (and continue to be updated and revised) to ensure the welfare of the elderly and vulnerable and to protect the reputation and integrity of Referral Professionals (RPs).

Duties to Clients and Families

Referral Professionals belonging to ASRP are expected to:

Article I.

Conduct business in accordance with all statutory and regulatory requirements that apply to RCW 18.330 and business owners in WA State.

Article II.

Clearly and immediately identify the name of their agency to all prospective clients. This includes all forms of communication (e.g., websites, website contact forms, social media, phone calls, voicemail greetings and messages, emails, marketing collateral and any other type of initial contact).

Article III.

Select homes and/or communities based solely on the best interest of their clients, independent of financial or any other type of incentive.

Article IV.

Stay within their area of expertise (e.g., don't attempt to advise on legal matters or refer to unknown providers). If clients desire services outside of an RP's pre-established knowledge of an area consider referring them to another RP who knows the area better.

Article V.

Make an extra effort to gain the perspective of the vulnerable adult(s) seeking or needing a move. Conduct a face to face intake and tour with the vulnerable adult and their family members or representatives whenever possible.

Article VI.

Follow up and advocate for clients and providers after a move in.

Article VII.

Never be the initiator of a relocation. Relocation must be initiated by a family member or the provider after both parties have been unable to find resolution and relocation is in the best interest of the resident.

Article VIII.

Never request or accept referral fees from providers for Medicaid funded clients, RCW [18.330.130](#). The family member or representative of a person on Medicaid can hire a RP, as long as funds are verified as not coming from the person receiving Medicaid.

Duties to the Profession

Referral Professionals belonging to ASRP are expected to:

Article IX.

Conduct business so the senior housing and care referral industry is promoted in a positive way. Never publicly discredit a competitor.

Article X.

Speak publicly and publish on behalf of ASRP only with prior board approval. (This does not apply to ASRP board members in the normal execution of their board duties).

Article XI.

Support providers by giving them tips and feedback on topics such as giving a tour, curb appeal and self-promotion.

Duties of Nondiscrimination

Referral Professionals belonging to ASRP are expected to:

Article XII.

Have a clear policy to promote equal opportunity for clients, housing and care providers and other professionals. A statement that fair housing is the right to choose housing and care, free from unlawful discrimination. Providing protection to people from discrimination based on race, creed, color, national origin, citizenship or immigration status, families with children, sex, marital status, sexual orientation, age, veteran or military discharge status, or the presence of any sensory, mental, or physical disability or the use of a trained dog guide or service animal by a person with a disability. Create a culture of inclusiveness. Advocate for diverse and accessible communities.

Suggested Best Practices

Referral Professionals belonging to ASRP are encouraged to adopt the following best practices:

1. Disclose to a potential client, who is known to be working with another RP, how the competitor collects a fee and politely encourage them to continue working with them. When a client wants to switch and start working with a new RP, the RP is encouraged to ask the client (out of courtesy and respect for their colleague) to let the prior RP know they no longer wish to work with them.
2. Make every effort to spare providers the expense of paying two fees. If a client chooses a property that two RPs have shown them, the two referral agencies involved are encouraged to split the commission or reward the commission only to the one who finished with the client.
3. Payment from providers is encouraged to be due only after a resident has resided in the community or AFH for 30 days (except for cases of respite stays sometimes only 14 days).
4. Forgo charging providers a fee when a placement fails within the first 30 days. A failed placement is defined as discharge by the provider, a voluntary move out, unexpected conversion to Medicaid, or failure of the resident to make a payment. (Death of a client or a move out for an unexpected increase in the level of care are exempt and fees are to be prorated per RCW [18.330.090](#)).
5. Referral services paid by providers encouraged to be advertised with an explanation (on printed marketing materials and on the web) that while referral services may be free or no

cost to the senior and their family, referral fees are paid by providers after a move in (this excludes RPs charging the client or their representative directly).

6. Use discretion when giving and receiving thank you gifts. When accepted, gifts should not be cash and are encouraged to be of nominal value.

Compliance and Updates

Should an ASRP member be found out of compliance with the Code of Ethics articles of the ASRP Ethics and Best Practices every effort will be made to give the member a chance to correct the oversight. The course of action for serious non-compliance will follow the procedures set forth in the **ASRP Member Compliance Policy**. The Suggested Best Practices, while only suggestions are highly encouraged.

The ASRP Ethics Committee reserves the right to update and revise The Code of Ethics and Best Practices annually or as-needed. The latest revision was made on 10/12/2020.