

***A Comprehensive
Guide to:***

**Becoming a
Certified Ethical
Contractor**

***Grow Your Business
& Attract Better Clients***



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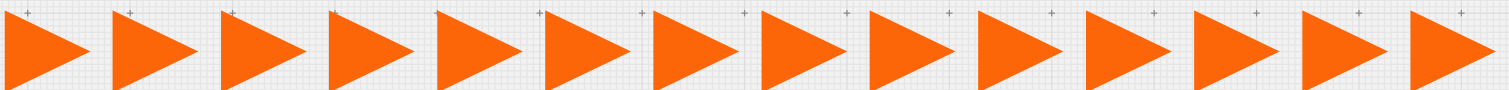
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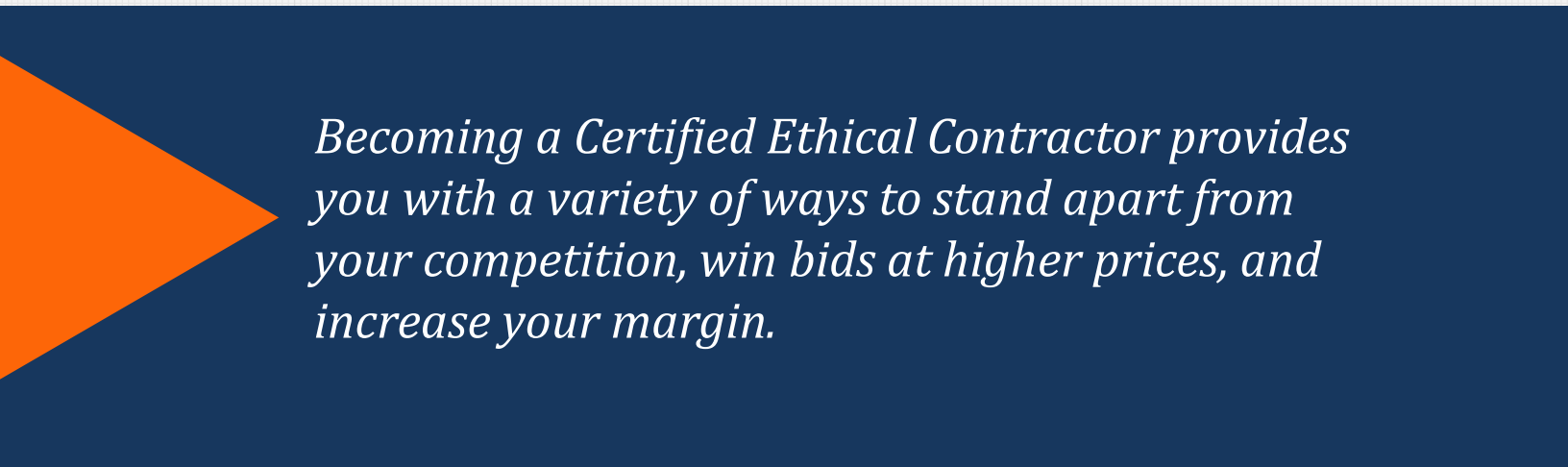
Chapter One

Why Become A
Certified Ethical
Contractor?



Gain Trust & Win Over Clients

Most clients share one concern – trust. Showing your trustworthiness can be incredibly difficult, especially if you are a new business. Completing the Certified Ethical Contractor program is a great way to stand out to potential clients as the contractor that cares about value.



Becoming a Certified Ethical Contractor provides you with a variety of ways to stand apart from your competition, win bids at higher prices, and increase your margin.

Do you want to demonstrate your trustworthiness to clients?

Become a
Certified Ethical Contractor
today

Set Yourself Apart as the Quality Choice!

As part of your certification, you will receive:

A Custom Badge



Showcase your achievement.

PUT YOUR BADGE ON

Business Cards



Website



Facebook



Truck Decal



24 Toolbox Safety Talks



AERIAL LIFTS

Aerial lifts are vehicle-mounted, boom-supported aerial platforms, such as cherry pickers or bucket trucks, used to access utility lines and other aboveground job sites. The major causes of fatalities are falls, electrocutions, and collapses or tip overs. Operators must be certified by the employer and are machine specific. The company certification lasts for three years and must be available on request.

When in the lift, wear a harness that is secured to a D-ring or hook of some kind.

- Ensure that access gates or openings are closed.
- Stand firmly on the floor of the bucket or lift platform.
- Do not climb on or lean over guardrails or handrails.
- Do not use planks, ladders, or other devices as a working position.
- Use a body harness or a restraining belt with a lanyard attached to the boom or bucket.

Outriggers provide a great deal of stability. Be sure to use them if they are equipped on your lift. Use stils or boards to rest the feet of the outriggers for added stability. Set outriggers on pads or on a level, solid surface. Set brakes when outriggers are used. Use wheel chocks on sloped surfaces when it is safe to do so.

Beware of electrical power sources! Maintain a minimum clearance of at least 10 feet, or 3 meters, away from the nearest energized overhead lines. Always treat power lines, wires and other conductors as energized, even if they are down or appear to be insulated.

If necessary, have another worker be a spotter for the operator to ensure the minimum approach distance is maintained.

Do not belt-off to adjacent structures or poles while in the bucket.

Operating the Lift

Do not exceed the boom and basket load limits specified by the manufacturer. Platform capacity is not just calculated by the number and weight of people in the basket. It also includes tools like welding equipment, hammers, buckets, bucket liners, and materials such as pipes, panels, signage, windows, electrical conduit, etc.

Do not operate the lift during windy conditions. Tip overs from high wind conditions are one of the most dangerous risks aerial lift operators face. It is recommended that platforms and boom lifts not be used if the wind is between 17-21 mph or more. Use the scissor lift outside only when weather conditions are good. Scissor lifts rated for outdoor use are generally limited to wind speeds below 28 miles per hour. Always keep in mind that wind speed will be greater the higher the platform.

Social Media Content



And More!

➤ Custom Contract & Bid Statements

➤ 2 Verified Referrals

➤ A Place in Our Database

Keep reading for more benefits and ways to use your certification.

Chapter Two

How Do I Become A Certified Ethical Contractor?



Step 1: Provide Two References & Your Company Bio

1. Provide References

We call and verify them to ensure that

- Certified Ethical Contractors provide quality work.
- You have verified reviews to increase customer trust.

Your 3rd party verified testimonials will help you gain customer trust, land bigger jobs, and target the customers you want.

2. Submit Company Bio

We want to learn more about your company! This bio will also be featured in your company's profile in our Certified Ethical Contractor database.

What is a 3rd party verified testimonial?

A 3rd party verified testimonial has been authenticated by an outside source. This lends added credibility and trust to a review.

Step 2: Complete Your Courses

Certified Ethical Contractors complete 30-hours of courses designed to **enhance your knowledge** of ethical and **successful business practices**.

Course Topics:

- Ethics & Morality in the Professional Setting
- Project Management
- Contracts, Liability, & Risk Management
- Estimating & Bidding for Success
- Aging in Place
- Hazard Communication
- Respiratory Protection
- Fall Protection
- Personal Protective Equipment
- Job Safety Analysis

Video Course Example

Three Ethical Theories

For the purpose of this course we will be considering three main ethical theories. This is not to say that these are the **ONLY** three, but they are widely accepted as being a baseline for how we weigh options and make decisions.

- **Duty-Based Ethics**
- **Consequence-Based Ethics**
- **Virtue-Based Ethics**

A man with a beard, wearing a blue blazer over a white shirt, is standing and holding a large, flat stone in his right hand, poised to place it on a wooden balance scale. The scale is set on a large rock on a beach. In the background, there are more stacked stones and the ocean. A large play button icon is overlaid on the video frame.

Step 3: Sign the Ethical Contracting Agreement

As you complete ethical courses you will be asked to create your own code of ethics through a series of multiple-choice questions.

At the end of these questions you will be asked to electronically sign your name to your recently created code of ethics.

SAMPLE QUESTION

I will refrain from engaging in any activity that presents a(n) _____ and will consider it my responsibility to disclose any transaction or relationship that could give rise to a conflict of interest.

- Opportunity
- Conflict of interest
- Favorable deal
- Learning experience

Chapter Three

What do I get as a
Certified Ethical
Contractor?



A Custom Badge

Part 1: What's a badge?

Certified Ethical Contractors receive a custom badge that shows your higher value to potential customers.

Upon completion of the program, you will get immediate access to a **digital badge** for your:

- Website
- Business Cards
- Social Media
- Business Listings

BONUS: We will mail you will a window decal of your badge for your vehicle or office.

Build Trust Through Your Company's Social Media



A Custom Badge

Part 2: What do I do with my badge?

Put your badge anywhere customers will see it!

Truck Decal



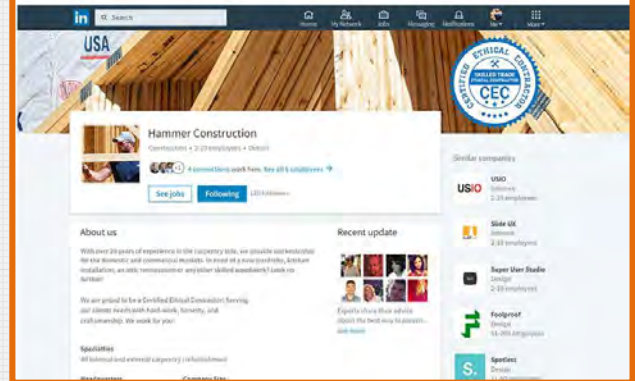
Website



Business Cards



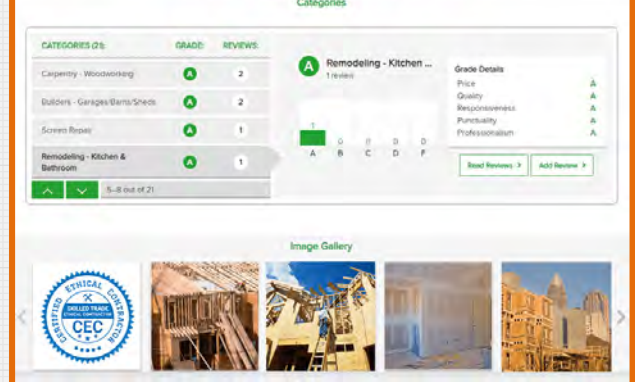
Linkedin



Facebook



Angie's list



Custom Bid & Contract Statements

You probably already use a bid statement and a contract statement. However, as a Certified Ethical Contractor, you are provided with a specialized bid statement and contract statement that will **set you apart from the other bidders**.

Along with your Certified Ethical Contractor Badge, these documents will make potential customers remember your bid for the **value** you can provide, **rather than just the price**.


24 Toolbox Safety Talk Agendas & Sign Up Sheets

Employee safety is an important factor for ethical business practices.

Why?

1. OSHA Compliance – you are required by OSHA to have a safety meeting every month.
2. Safe employees are happy employees
3. No unnecessary accidents=lower cost of doing business for you AND your clients

SAMPLE AGENDA



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A Place in Our Database

As a leading provider of contractor education, Builders License Training Institute often receives requests from individuals looking for a contractor. We refer these customers to the Certified Ethical Contractor Database.

A place in our database will help you in two ways:

1. We refer customers straight to you.
2. Being listed in our database provides your site a **backlink**.

How does a **backlink** help me?

Search engine results are based on many factors and being linked to by a reputable site gives you a big boost when it comes to how far up the search results you'll appear to potential customers.

Social Media Marketing Course & Templates

Now that you have new ways to market your company, you need to learn how to use this information effectively.

Complete the social media marketing course for tips on what and when to post to social media. Use your badge and custom Certified Ethical Contractor Template for initial posts!

This course will teach you how to target high-quality customers, drive leads, and increase business.

Sample Social Media Templates



To use your template simply download the files and input your own photos!



Chapter Four
Wrap Up



Gain Trust & Win Over Clients

You need to find a way to show value to your customer outside of cost. Believe it or not, most customers place more value on quality over price, so you need to find a way to show potential customers you excel in the areas that concern them.

Continuously being the lowest bidder is costing your company thousands. Set yourself apart as the quality choice.

This program will help you stand out, gain trust, and win more bids by providing:

- A course selection designed to **enhance your knowledge** of ethical and profitable business practices.
- A badge to **convey value** at a glance.
- Custom bid and contract statements to **make an impression** during the bidding process.
- Two years worth of safety meeting agendas and sign up sheets.
- A place in our Certified **Ethical Contractor Database**.
- A **Social Media Marketing For Construction Trades Course**, to get the basic understanding of online social media marketing.
- A Certified Ethical Contractor **social media template** so you can start posting quality content, immediately.



SIGN UP FOR THE CERTIFIED
ETHICAL CONTRACTOR
PROGRAM!



GET STARTED NOW