



**AMERICAN
HUNTING LEASE
ASSOCIATION**

PROFESSIONAL STANDARDS AND ETHICS AGREEMENT

Professional Standards and Ethics Agreement

The overall health and longevity of the hunting lease industry relies on well-established, reputable hunting lease companies setting the standard for professional conduct. By agreeing to the American Hunting Lease Association's terms of membership, your company agrees to uphold these standards when representing or consulting with landowners and hunters. This set of best practices has been created with input from industry professionals and outlines the manner in which all AHLA Certified Leasing Associates should operate. In no way are these terms meant to limit competition between companies. Rather, by agreeing to operate within these established and agreed upon terms, new companies to the industry are likely to recognize the high standard the industry has set for itself and demands of its participants. Prospective customers (both landowners and hunters) will recognize participating companies by the AHLA Certified Associate logo displayed on websites and literature.

The AHLA requires all Certified Associates (CA) to agree to the terms of membership below. All companies agreeing to the terms will be authorized to display the American Hunting Lease Association CA logo on their respective websites and media material and benefit from the added features each CA receives.

Failure to adhere to these standards may result in immediate termination from the Certified Associate program at the sole discretion of the American Hunting Lease Association.

Stewardship

Resource stewardship is a duty that embodies the responsible planning and management of resources. As trusted consultants to both landowners and hunters, leasing companies and their agents are in the influential position to assist in establishing hunting lease limits. The health and sustainability of the resource must be the driving (central) factor when making decisions or consulting with landowners. Allowing more hunters on a property than the habitat can support, may result in the deterioration of wildlife and the habitat itself. This deterioration can result in a negative experience for hunters and landowners and thus is detrimental to the industry. Leasing companies will consider acreage, wildlife population, access and sustainability when advising on hunter numbers and harvest quotas. Recommendations should reflect the overall ability of a property to sustain and serve all parties listed in the lease agreement.

Hunting Lease Agreement (Contract)

A written lease agreement is one of the cornerstones of a successful hunting lease arrangement. AHLA Certified Leasing Associates will provide a written lease agreement to both the hunters (hunt club) and landowners. The written lease agreement should be signed by all parties involved in the arrangement to eliminate any misunderstandings or miscommunication. At a minimum, the agreement should include:

1. Name of legal landowner
2. Physical location (address) of property being offered for lease.
3. Number of acres



Professional Standards and Ethics Agreement (cont.)

4. Fee to be paid by hunt club.
5. Game permitted to be taken.
6. Duration of lease agreement. (one year, rifle season, date to date etc.)
7. Number of hunters allowed
8. Safety issues. (landowner should list all known safety hazards)
9. Any miscellaneous limits or stipulations decided by landowner.
10. List of all hunter names with signatures and date.
11. Landowner signature and date.

An example of this type of agreement can be found at (ahuntinglease.org/hunting-lease-agreement). AHLA. Each CLA is authorized and welcome to use the AHLA template at no additional charge.

Landowner/ Hunt Club Liability

Every AHLA Certified Associate must address or acknowledge the liability issues associated with a hunting lease agreement. Landowners and hunt clubs deserve the protection an insurance policy of this nature provides. If the CA does not offer Hunting Lease Insurance as part of its service, it should be noted in the hunting lease agreement and an alternative source should be noted. The AHLA offers affordable coverage for both landowners and hunters that can be easily purchased online or by phone. Additionally, every CA qualifies as an AHLA affiliate for referring customers. (The affiliate program is for your benefit and will generate additional income for your company through referral fees) Any Hunting Lease Liability Insurance policy offered or recommended by a CA to a client must include the following minimum limits:

- \$1 million per occurrence
- \$2 million aggregate
- \$5,000 medical pay
- Member to Member coverage
- Guest Liability coverage

Additionally, there must be an option for the landowner to be named as an additional insured.

Protecting our landowners is of the utmost importance. Their security and peace of mind throughout the leasing process will make them likely to continue leasing their land to hunters and hunt clubs.





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Professional Standards and Ethics Agreement (cont.)

Market Value (Good Faith)

As representatives and experts in the hunting lease industry, clients (both landowners and hunters) will rely on your judgement when considering the value of a specific hunting lease. Every effort must be made to make sound recommendations when advising on market price. Using comparable leases in the same general area, knowledge of market prices and the promotion and growth of the industry should serve as guidelines. Advising a price that is clearly lower or higher than the current and fair market value to any client, is not conducive to the growth of the hunting lease industry and is not in the best interest of the landowner.

Professional Business Practices

AHLA Certified Leasing Associates will set the industry standard for professional business practices by operating with integrity and honesty. Every effort shall be made to represent the hunting lease industry in a positive manner by serving current and prospective customers promptly and professionally.

Please read each of the standards listed above. Place a check in the box next to each paragraph above showing that you have read and agree to each item. Then sign and date on the line below.

Please include this document with your application to the AHLA Certified Leasing Associate program.

AHLA Representative

Certified Leasing Associate Applicant signature

Thank You for helping to unite the hunting lease industry and its place in our hunting future.

Sean Ferbrache
Chief Operating Officer
American Hunting Lease Association

