



# CORPORATE ETHOS



## BUILD TRUST FIRST, ALWAYS

Our clients are our resource. Our vendors are our partners. We must honor those relationships as we provide service that exceeds expectations. All our relationships must be respected and nurtured to develop a process of teamwork and mutual trust.

## BUILD BUILDINGS, GROW LIVES

Our people are our greatest asset. They are our gold and alongside our experience and our integrity they build our reputation. We must respect each teammate, teach them, learn from them, and cause them to grow in stature and worth.

## ROOTED IN THE REASON

Our corporate morale will not be reliant on circumstances; therefore, our value at the end of the day will not be measured by how much we accomplished, but for the reason and manner in which we worked and if the path we took was straight.

## TRUTH ALWAYS WINS

Honesty and Integrity are absolute; they have no compromise. We will be totally honest in all relationships with peers, clients and ourselves. That will be the source of strength to succeed.

## LIVE WELL, GIVE WELL

Begin and end each day with gratitude. Be real, stay authentic, understand the truth, and have the attitude, that it is possible to give away and become rich. We are called to give back from the depth of our lives, our talents, and our resources and by doing so we grow and our lives will become richer.

## BE WISE, BECOME INFORMED

Wisdom is the key to excel. We must always seek wisdom innovation and stewardship. We must be learners and teachers to become and to remain informed.

## LEARN, TEACH, REPEAT

Goals provide direction to reach our corporate purpose. Objectives provide the means to monitor the progress toward success. Our long-term growth is dependent on our planned strategy and consistent execution.