
CORE Values

Truth

Commitment to honesty without compromise

An excellent reputation, loyalty and trust.

We hold each other accountable.

We do what we say we are going to do.

We communicate honestly with everyone.

Excellence

Extraordinary beyond expectations

Loyalty, reputation and personal pride in who we are and what we do.

We deliver exceptional value.

We recruit and retain the best people.

We create and promote an image and environment of success.

Relationships

Connecting for a lifetime

Everyone feels valued; people like us and trust us; this is a great place to work and a great company to work with.

We value other's opinions and feelings.

We listen.

We communicate openly.

We stay in touch.

We treat everyone with respect.

Financial success

Everyone wins

Improved financial positions for all.

We balance the financial interest of the client.

We look at the "big picture" when making decisions.

We price our services to maximize the benefit to all.

We help our clients make well-informed purchasing and selling decisions.

We invest to remain the best.

