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# CORE Values

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## 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.

