

# OUR WORKING PHILOSOPHY

## OUR PURPOSE:

Have fun and make money helping people buy and sell real estate.

## OUR VISION:

A company of 300 dedicated real estate professionals, and the staff who support them, bound together by personal respect which is grounded in a shared commitment to the pursuit of mastery, to leadership in our industry, and to the highest level of service to our customers and community.

## OUR WORKING PHILOSOPHY:

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1. Our business is built on trust – our relationships with our customers will be our first priority.
2. Integrity is the foundation of trust – doing what we promise, doing the right thing even when no one is looking.
3. Be the definitive source of real estate knowledge:
  - a. Market Source Newsletter
  - b. Absorption Rate Pricing
  - c. Statistics
  - d. Know our markets better than anyone
  - e. Deep smarts
4. Full time agents, with a commitment to standards of service and production – better service to customers.
5. Build a differentiated brand – focus on premium brokerage services – make it easier, faster and add value
6. Focus first on the people who know us – greater customer satisfaction and growth through repeat and referral business.
7. Be a leader in the appropriate use of technology – enhancing relationships and service.
8. Focus on what works – apply the 80/20 rule. Reduce wasted effort and expense.
9. A commitment to continuous learning – continuous growth, Mastery.
10. Working as a team, sharing what works, helping each other succeed – win-win – abundance.
11. Synergy – the whole is greater than the sum of the parts – respecting the roles of sales, staff, and management.
12. Focus on results for our customers, not on attention for ourselves.
13. Compete on the basis of adding value, not on being the lowest cost producer.

## THE FIVE COMMITMENTS:

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1. Commitment to Mastery
2. Commitment to our Customers
3. Commitment to our Community
4. Commitment to Being Leaders in Real Estate Brokerage
5. Commitment to Each Other

