

COMPANY VALUES

PREAMBLE:

We believe that the greater the alignment of the values of the organization with the values of its members, the greater its success, and the better its service to customers.

1. We believe in developing people who:
 - Believe in their company and its purpose
 - Believe in real estate as a career
 - Believe in themselves
2. We believe that people are attracted to organizations whose members share a commitment to common ideals, values, and standards of achievement.
3. We believe that people stay in environments where they are learning and growing, and leave environments where they are not.
4. We believe that a healthy and productive environment is one that encourages people to discover and maximize their potential.
5. We believe that true motivation is personal and comes from within. We believe that long term satisfaction results from continuous personal achievement and growth.
6. We believe our growth is related directly to the extent we take ownership of our results. We do not believe in assigning responsibility or blame to circumstances beyond our control.
7. We believe in spending time and effort only on activities which are consistent with our principles, philosophies, values, and strategies.
8. We believe we are only as strong as the weakest link in the chain. We do not believe that the members of the organization should, for long, have to subsidize those who do not have the capacity or desire to produce.
9. We do not believe in tolerating incompetence or mediocrity.
10. We believe that sharing makes us all stronger, and that a spirit of cooperation, rather than coercion or competition, increases morale and reduces turnover.
11. We believe in striving for excellence in everything we do, in producing the best and accepting nothing less than the best.
12. We believe that involvement and respect for others and their ideas leads directly to our organization's sense of purpose, productivity, and profit.

