

Working Philosophy

OUR PURPOSE

To transform the lives of our clients, and our own, by elevating the practice of real estate brokerage to the highest possible level.

OUR VISION

A family of dedicated real estate professionals, bound together by the shared pursuit of Mastery, leadership in our industry, and commitment to the highest level of service to our customers, our community, and each

OUR MISSION

To make our client's real estate transactions easier and faster, and to get them into their new home on time.

OUR STRATEGY

To implement the concepts of Mastery and Continuous Improvement to achieve and maintain the highest possible productivity per agent.

OUR WORKING PHILOSOPHY

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. Build a differentiated brand—focus on premium brokerage services—make it easier, faster and add value
4. Be a leader in the appropriate use of technology—enhancing relationships and service.
5. Focus on what works—apply the 80/20 rule. Reduce wasted effort and expense.
6. A commitment to continuous learning—continuous growth, Mastery.
7. Focus first on the people who know us—greater customer satisfaction and growth through repeat and referral business.
8. Working as a team, sharing what works, helping each other succeed—win-win—abundance.
9. Synergy—the whole is greater than the sum of the parts—respecting the roles of Realtors, staff, and management.
10. Full time agents, with a commitment to standards of service and production—better service to customers.
11. Focus on results for our customers, not on attention for ourselves.
12. Compete on the basis of adding value, not on being the lowest cost producer.
13. Be the definitive source of real estate knowledge:
 - Know our markets better than anyone
 - Market Source Newsletter
 - Absorption Rate Pricing
 - Deep smarts
 - Statistics

THE FIVE COMMITMENTS

To Mastery • To Clients • To Community • To Being Leaders in Real Estate Brokerage • To Each Other

