

COMPANY VALUES

company values

Preamble: We believe that "In an organization, the greater the correlation between the values of its members and the values of the organization, the greater its success."

We believe in developing people who:

- Believe in their company and its purpose
- Believe in real estate as a career
- Believe in themselves

We believe in and support Aristotle's 3 Dimensions of Man, 3 Universal Values, and 3 Volitional Values.

- Man The Maker—Beauty—Sense of Purpose
- Man The Doer—Goodness—Self Esteem
- Man The Knower—Truth—Reason

We believe that people stay in environments where they are learning and leave environments where they are not learning.

We believe in an environment of creativity, growth, and productive change that will encourage our partners to maximize their potential.

We believe a creative, productive environment must be natural:

- We do not believe in fear motivation
- We do not believe in over-reliance on incentive motivation
- We believe in personal motivation and personal recognition

We believe that our partners should not, for long, subsidize those who do not have the capacity or desire to produce.

We will not sanction incompetence or mediocrity.

We believe in the "Excellence Theory" and will strive to achieve its ideals of "producing the best and accepting nothing less than the best."

We believe in an environment of mutual respect consistent with personal values based on spiritual, intellectual, physical, financial, and psychological equity.

We believe in the division of responsibility between management and sales.

We are human resource oriented and believe in the concept of synergism and "The Force" that lies within our partners.

We believe that the following "Top Line Values" will lead to their respective "Bottom Line Results."

Top Line Values

- Reliable Products and Effective Service
- Understanding People and Their Values
- Support Personal Growth
- Spirit of Cooperation Rather Than Competition and Coercion
- Involvement and Respect for Other's Ideas

Bottom Line Results

- Reputation and Public Acceptance
- Reduces Turnover
- Develops Talent Pool-Key to Future Growth
- Increases Morale
- Increases Sense of Purpose, Productivity and Profits