

# Gold Standards for Our Services

We deliver our services with these precious practices, values and principles.

**Our Promise:** We pledge to provide for the genuine care of our customers by enlivening the experience, instilling well-being, and fulfilling even their unexpressed wishes and needs.

**Our Credo:** Our staff seeks to enhance the quality of life for all stakeholders (suppliers, employees, company shareholder, customers and communities) through lasting and equitable relationships.

**How We Operate:** We deliver in a timely, dependable, and accurate manner, with respect and integrity. We are sensitive and attentive to our customers' needs and concerns. We provide timely communication, while protecting confidential information.

## Service Values:

1. I am empowered to build strong relationships that create customers for life.
2. I create a mystique for our customers by providing excellent, unique, memorable and personal experiences.
3. Customers are the purpose of our work, not an interruption. I own the problems of our customers, and always responsive to their wishes and needs.
4. I create a work environment of teamwork and lateral service to our customers and each other by contributing to planning the work and taking advantage of opportunities to innovate, improve, learn and grow.
5. My appearance, language, manners and behavior are professional.
6. I am responsible for uncompromising levels of responsiveness in protecting the privacy and security of our customers, my coworkers and the firm's confidential information and assets.

## Service Steps:

1. Greet customers with a warm and sincere welcome or goodbye, using their name.
2. Proactively identify and fulfill client needs, maintaining good spirits, being helpful, professional, courteous, respectful, observant and discreet to customers and co-workers.

Inspired by The Ritz-Carlton's "Gold Standard"