

VISION OF WHAT INTEGRITY CAPITAL IS AND WILL BE.....

Mission – Core Purpose – Why do we exist?

To optimize the personal and professional well being of our clients by providing an array of real estate services that offer simplicity, certainty and peace of mind.

Guiding Principles

The guiding principles of Integrity Capital were put in place, not to be hierarchal, but to clearly show the process of what we define as success. As mentioned above, we define success by living and breathing our *mission* in every action we take. To fulfill this *mission*, it is critical that we follow through with the beliefs of our guiding principles. We strongly believe that if we make it our priority to empower and care for our people and clients, that profit, along with growth, will be inevitable.

Our Partners: We recognize the people that choose to work with our organization, as our partners. The reason we use this brand, is to show them how important they are to everything we are, and everything we do. Partners are people that we trust to perform, look to for expertise, count on to bring talents to the table, take calculated risks and to ultimately win together with. We only work with those partners that are passionate; believers in our mission, carry a deep thirst for learning, display unwavering integrity and are pleasant to work with. In return, we will offer continual training and education, empowerment and safety in our environment, opportunity for advancement, autonomy and continual encouragement to explore and experiment for growth.

Our Clients: Each interaction with the client will be done so with the intent to optimize their well being. Clients all inherently want to do business with people that they can trust, and ultimately with those that can deliver on their very particular needs, whatever that may be. This is the exact reason we believe so strongly in optimizing the well being of the client. If the well being of the client is not present, then he/she feels isolated, frustrated and uncertain about future outcomes. Conversely, clients whose well being is elevated will feel supported, excited and confident about the result of their objective. Success will be measured if we can effectively deliver a clients result, while assuring they walk away feeling better than when they started.

Our Shareholders & Investors: Each shareholder & investor whom understands and has invested in the long term with our Company will not only experience solid returns, but will share the understanding of vision and values. We believe that the return on invested dollars is nothing more than a function of talented managers, whom are empowered to grow with a greater purpose in mind.

Profitability & Growth: The focus on our partners and clients, coupled with a deeper meaning are what will drive the companies profits. If we have properly executed in taking care of the core competencies of our business, then profitability and growth will be limitless. The dynamic of the Company is directly correlated with the performance of the partners that stand behind it.

Values – Core Competencies

- **Clarity through Communication:** Effective communication is the key to harmonious relationships and as such, is religiously practiced with each partner and client. We believe strongly in always setting the right expectation and exceeding it.
- **Self Improvement -** The only way that we can maximize our potential as a company is to maximize our personal growth through innovation and education.
- **Spirit of Innovation:** Our people drives the success of the company, as such, are encouraged to continually innovate to the benefit of everyone involved.
- **Honesty & Integrity:** Our word must be our bond and as such we will only associate with partners and clients who live by the same standards.
- **Optimized Simplification:** We believe strongly in providing an environment where we can make quick decisions and live in an autonomous environment. This will be an environment where simple is good and there is a free flow of creativity amongst peers.