

# OUR MVVBP

## OUR MISSION

To build **CAREERS** worth having,  
**BUSINESSES** worth owning,  
**LIVES** worth living,  
**EXPERIENCES** worth giving, and  
**LEGACIES** worth leaving.

## OUR VALUES

**GOD, FAMILY**, then business.

Real estate is a local service business driven by individual **REAL ESTATE AGENTS AND THEIR LOCAL IMAGE** with their centers of influence and client base.

Our associates should be treated like **“STAKEHOLDERS.”**

**PROFIT** matters.

Stakeholder companies always **MEASURE** profit or loss, **OPEN** the books, and **TELL** the truth.

Who you are **IN BUSINESS WITH** really does matter.

No transaction is worth **OUR REPUTATION**.

## OUR VISION

To be the real estate  
**COMPANY OF CHOICE**  
for agents and their customers.

## OUR BELIEF SYSTEM

**WIN-WIN** or no deal

**INTEGRITY** do the right thing

**CUSTOMERS** always come first

**COMMITMENT** in all things

**COMMUNICATION** seek first to understand

**CREATIVITY** ideas before results

**TEAMWORK** together everyone achieves more

**TRUST** starts with honesty

**EQUITY** opportunities for all

**SUCCESS** results through people

## OUR PERSPECTIVE

**A TECHNOLOGY COMPANY THAT PROVIDES  
THE REAL ESTATE PLATFORM THAT OUR  
AGENTS' BUYERS AND SELLERS PREFER.**

Keller Williams thinks like a top producer, acts like a trainer-consultant, and focuses all its activities on service, productivity, and profitability.