

OUR CORE VALUES

Relationships Are Everything - Building relationships is the key to everything. Growing our circle and making true connections with everyone we meet, enriches our personal and professional well-being and compounds our success. Good relationships allow everyone to thrive and be their best.

No Jerks Allowed – Being a jerk is not acceptable. We will not accept jerks as clients, collaborators, or employees. We will never be jerks. Life is too short to not enjoy what you do and with whom you do it.

Dive Deep Enough to Touch Bottom – When working with a client, we dive the deepest possible into understand the challenges they face. Only once we touch bottom are we in position to fully help them. This helps us spot potential problems before they arise and allows clients to be better positioned for success.

The Silver Lining – A positive or a negative can be taken from every situation. It is a conscious choice. While everything may not go our way all the time, we will consciously always choose to be positive. Our positivity guides us to opportunities. What may appear as a challenge is usually elevating us to a greater possibility. Things happen FOR us, not TO us.

Get Smart Right - The smartest people are those who learn from mistakes. Who's mistakes? OTHER people's mistakes! We use our experience to help others get there faster. We use others' experience to help us, and you, get there faster.

Educate and Empower - By providing the information and tools they need to build a strong foundation and spot issues on their own, we empower our clients and employees to succeed and thrive. We should all always be striving to learn something new; you never know when it will come in handy.

Money Matters– Not because of what it can do for you, but because of what it can enable you to do. In this world, money is freedom, security, and empowerment. We treat it with the utmost care and respect, whether it is ours or our clients.

Don't be Afraid of Losing, Hate Losing - The difference between successful people and people who just dream about having success, is that successful people hate lo losing but are not afraid of it; unsuccessful people are afraid of losing. When you are afraid of losing you never try, when you hate losing you never give up. We keep trying.

Get Rich Right – Wealth is a vehicle for doing more good for ourselves, our community and our world. Wealth flows through us so we can empower others. When we thrive, we can teach and assist others to thrive.

Loyalty is Like Obscenity* - It is hard to define, but easy to recognize. Our commitment and dedication to each other allows respect and trust to flourish. Loyalty allows us to be true to ourselves and to our values; it allows us to take the risk of predicting the actions and behavior of people we trust to better serve them.

* "I know it when I see it." United States Supreme Court Justice Potter Stewart's famous threshold test for obscenity in *Jacobellis v. Ohio*, 1964.

I want to thank Mike Michalowitz (Profit First), Scott McGillivray, Bigger Pockets Podcast, Natalie Eckdahl (BizChix), The ONE Thing Podcast and the many other writers and podcasters who have shared their wisdom and inspired me.