

Core Values Statement

We have decided that without exception we will:

- Ask questions and listen to our clients in order to fully understand their needs.
- Create mortgage solutions that complement our clients' overall financial strategy, and allow them to most effectively accomplish their short- and long-term financial goals.
- Be sensitive to the fears that many home buyers have about obtaining a mortgage loan and earn their confidence as a trusted advisor.
- Respect our clients' time and minimize the amount of effort required of them by applying our knowledge, experience, and resourcefulness.
- Use state-of-the-art technology to complement our customer service, making adjustments when necessary to avoid overwhelming our clients who are less technically proficient.
- Communicate regularly and proactively with our clients to keep them informed of the status of their loan and to reduce the stress that is associated with uncertainty.
- Ensure smooth, on-time closings with anticipated costs and terms.
- Provide our clients the luxury of home loans in the future with little effort on their part, by means of an Annual Mortgage Review.
- Measure our success by our clients' willingness to confidently recommend us.
- Take full responsibility for our actions and be honest at all times.
- Seek to improve the quality of service we provide by encouraging each client to critically evaluate our performance.
- Strive to honor God in all that we do.