



Sembler: Guiding Principles

I. Integrity

- Will our actions enhance and protect our reputation?
- Will we earn, and will we be worthy of, our customer's trust?
- Will our victories be won fairly and honestly and our losses accepted graciously and with renewed determination?
- Have we lived up to the commitments we have made to our communities, customers and employees?
- Is it the right thing to do and not merely what is easy?
- Are we compromising our adherence to the Principles stated herein?

II. Performance

- Are we striving to improve what we do and how we do it?
- Are we making every effort to improve even if we think we are the best?
- Are we providing our tenant's the best possible services to protect these most valuable relationships?
- Is it something we can be proud of?

III. Respect

- Do we respect our fellow employees and the spirit of teamwork?
- Are we being tolerant and accepting of each person involved in the project?
- Are we treating everyone as we ourselves would like to be treated?

IV. Professionalism

- Does our appearance, behavior, speech and correspondence adhere to the highest standards of professionalism?
- Do we understand that the actions of one of us will reflect all of us?

V. Philanthropy

- Are we supporting our own in need?
- Are we giving our time, money and expertise to improve the communities in which we live, work and develop?

VI. Our People & Workplace

- Are we attracting the best people we can find and have we created the right environment for them to succeed?
 - Have we created an atmosphere where people can openly express their ideas and be heard?
 - Are we rewarding our employees not only with highly competitive compensation and benefits, but with respect, recognition, compassion and an honest assessment of their performance?
 - Are we creating offices that are vibrant, creative, attractive, clean, safe, functional and friendly?