



REAL ESTATE SERVICES

THE EPI CITY WAY

Every company has its own personality, style of making decisions, and processes for delivering the outcomes its customers value. It's "their way". Here's "our way".

Our *Reason for Being* is the one promise that guides our decisions and focuses our efforts every day. A step up from the traditional mission statement, it is what defines us.

EpiCity exists to increase partner wealth by stewarding real estate assets and serving customers with care.

Specifically, here is what that means to us.

EpiCity - Defines who we are.

Exists to - This is what puts meaning into our business. It's why we wake up each day.

Increase partner wealth - This is the outcome people/clients/partners engage us to achieve. Of course, as a service business we offer service. But, beyond that, we're all about results. An "EpiCity Partner" includes all clients and customers for whom we work as well as those in staff and associate relationships. Wealth in real estate accrues over time as demographic and other patterns change, as land becomes more scarce, and as the cost of construction increases. We are diligent to maintain a healthy operating profile for all of the properties we handle to accelerate wealth accumulation for our partners.

By stewarding real estate assets - Stewarding means to treat another's property with their goals in mind and to make decisions they would support in a way that benefits them. It is the highest order of service possible. Further, we believe that the word assets also includes an individual's talents, knowledge, and passion. These attributes properly managed also add value.

And serving customers - The value we bring to our customers and clients isn't merely financial. People enjoy working with us and prefer us over our competitors because of how we serve, not just what we do.

With care - Both with caution and fiduciary responsibility for things; and with personal support for and interest in people.

BRAND PRINCIPALS

Keep others in mind

- » We will work diligently to understand our partners' desired outcomes.
- » We will value our partners -- and their time.
- » We will share options with partners, even when they are not in our best interest.

Run a tight ship

- » We will transact business with outcomes and values aligned.
- » We will remember that simple solutions are often the best solutions.
- » We will present solutions that deliver more of what each partner wants.

Work smart

- » We will maintain a Reason for Being and an adaptive Business Design.
- » We will take advantage of market opportunities, never our partners.
- » We will solve the problems of today with those of tomorrow in mind.
- » We will fix our mistakes -- and learn from them.

Be ourselves

- » We will encourage each other to keep it fun.
- » We will promote the principles of fairness.
- » We will celebrate good stewardship.
- » We will be aware of our role as an EpiCity brand ambassador.