

# Core Values

## VISION:

**When someone thinks Real Estate, choose Think Real Estate**

## MISSION:

**"Think Real Estate is committed to creating a company-wide culture that is unmatched by our competitors and centered around inspiring, motivating, and training our agents to not only excel in their careers, but also be a light in their community."**

## CORE VALUES:

**Integrity** - Uncompromising honesty

**Accountability** - Permission for each other to hold each other accountable.

**Respect** - Valuing differences and allowing others to express themselves

**World Class Communication** - To communicate with clarity, respect, gratitude, and sense of urgency.

**Community Involvement** - To "**Be the Light**" in our community through giving of our time and of our money.

**Think Spirit** - The consistent and persistent desire to be "**Elite**", and to help others become "**Elite**"

