



**Prudential**

Northwest Realty  
Associates

## CORE VALUES

*Creating the Perfect Experience... Prudential Northwest Realty is Guided by These Core Values*

☞ **Integrity**

Our Prudential heritage reinforces the need to safeguard our Customers' interests. We keep our promises and behave with Integrity at all times.

☞ **Winning Attitude**

We strive to anticipate our customers' needs and proactively provide them with the best possible advice and solutions.

☞ **Customer Focused**

We believe the best way to win customers is to earn them. Our goal is not to simply attract them, but to gain them as Customers for life.

☞ **Excellence**

We look beyond problems-focusing instead on solutions and opportunities. By taking bold action to triumph over fear, uncertainty and doubt, creating a true excellence.

☞ **Respect**

We maintain an environment where innovative, service-oriented associates work collaboratively to exceed customers' expectations.