



## Our Core Values

Our core values are those beliefs that shape our company and do not change with time and circumstance. Rock Point's values can be expressed in terms of five priorities.

- The Priority of **Purpose**: We believe that Rock Point exists to achieve something of value. We don't want to thoughtlessly go through the motions of conducting business. We want to have good reasons for doing *what* we do as a company and for doing it the *way* we do. We will always ask, *Why are we doing this?*
- The Priority of **Excellence**: We believe that if we are going to make an effort to do something we ought to excel at it and become an example for others to follow. Rock Point will always aim not simply to conform to the best practices of its industry but to set new standards of performance for its competitors. We will always ask, *How can we improve?*
- The Priority of **Service**: We believe that a spirit of service must energize how we relate to our clients and customers, that is, to our property owners and residents. We exist to meet their needs, not the other way around. We will always ask, *How can I serve you better?*
- The Priority of **People**: We believe that people come before profits and that if we put people first our business will flourish. The most important people are our team members, Rock Point's employees. If we take care of them we believe they will take care of our clients and customers. We will always ask, *How can we help our team members succeed and grow?*
- The Priority of **Integrity**: We believe that we must treat others as we would be treated, always acting with honesty and without compromising ethical and legal standards. We will always ask, *Is this the right thing to do?*