



## Core Values

### WE VALUE:

#### ...CUSTOMERS BEING “**WOWED**”

- We value excellence and thoroughness in our work as expressed in our motto: “Every Detail. Every Time.”
- We love our customers’ trees, finding pleasure in improving their safety, health, and beauty.
- We love to “wow” every single customer. We work to deepen relationships of trust with current and future customers.

#### ...TEAM MEMBERS RISING TO THEIR **POTENTIAL**

- We develop strong leaders who model initiative, integrity, and work ethic to their teams, families, and communities.
- We build crews whose skills, safety, and efficiency are unsurpassed in Central Florida.
- We want our employees to thrive physically, emotionally, relationally, financially, and spiritually.

#### ...**TEAMWORK** THAT REDEEMS CONFLICT

- We promote honest, effective, and professional communication amongst our employees, customers, and vendors.
- We value a workplace that is characterized by positivity, teamwork, care for each individual, and a can-do attitude towards overcoming daily challenges.

#### ...EVERYONE BEING **RESPECTED**

- We value people over money and work to generate profits and jobs that improve lives in our company and around the world.
- We seek to honor God in everything we do and how we treat everyone we encounter.
- We promote an environment of trust, respect, honesty, loyalty, integrity, responsibility, gratitude, and wholeheartedness.

#### ...**IMPROVEMENT** THAT NEVER RESTS

- We want to get better every day and invite innovative ideas to improve systems, safety, speed and frugality.
- We continually monitor and improve our job site safety practices, mitigating risk to bring our crew members home safely to their families every night.
- We are setting a higher standard of professionalism in our industry, so that all tree companies must offer better service to Central Floridians.