

**COLDWELL  
BANKER** 

[www.CBCrossroads.com](http://www.CBCrossroads.com)

Realtors  
**Crossroads**

100 Years of Exceptional Real Estate Services

### MISSION STATEMENT


We will create the most productive and influential real estate office in the world by teamwork, leadership and personal growth to achieve our goals. We will provide World Class Service, in return will create raving clients. We will create an image throughout our community for service, results, aggressive marketing and innovation. We will be known for taking special interest in our military families and making them feel as though they are apart of ours. Our dedication to our mission will produce significant financial returns allowing us to give back to your team and our community.

### CULTURE - CORE VALUES

- Client Service
- Family
- Fun
- Proactive
- Authenticity
- Honesty
- Professionalism
- Integrity
- People before profits
- Ethical
- Quick response
- Accountability
- Team work
- Knowledge - Education
- Trust
- Cooperation - Camaraderie
- Innovation
- Implementation

#### COLDWELL BANKER CROSSROADS REALTORS

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*I will create raving clients  
with every person I come  
in contact with by  
providing world class client service*

## CUSTOMER SERVICE CREED

### AFFIRMATIONS

I am a leader

I am a believer

I exude positive energy

I wish success upon others

I am enthusiastic about life

I see opportunity in every challenge

I defy the odds

I am an innovator

I embrace change

I am a mover & a shaker

I put people before profits

I believe thoughts are things

I give world class service

I will reach my goals

I get things done

I am the best at what I do

I create a world class service

I act with courage & determination

I set & achieve worthy goals

I take action

I will have fun

I work with integrity

I will give 110%

I create raving fans

*I am the best at what I do...*

*I am the best at what I do...*

*I am the best at what I do...*

***Today I choose my future and it rocks!***