



**BRAND PROMISE**

**We Do More!**

# CORE VALUES



We're setting a new standard of excellence in the industry. It starts with YOU. Every word, action, and decision has the potential to benefit our customers and our team, and contribute to our success. Embed these core values into your thoughts and actions, and we'll continue to push higher together.

– David Hirst

## DEMONSTRATE HIGHEST LEVEL OF INTEGRITY

### Doing the Right Thing Even When No One is Watching

When we work with integrity, we can trust each other and our customers can trust us. There are no inconsequential things. Everything you do here is important and contributes to our success. Sometimes the right way isn't always the easiest or fastest way but we do what is right no matter what it takes.

## SAFETY FIRST FOR OUR FAMILY & THEIRS

### Think Twice, Act Once

Our team and our customers are our greatest assets. Value them as such! As with all assets, we need to take care of them, protect them, and reduce the risks they face. No matter where you are – in the office, on the road, or at a customer's house – look at the situation and eliminate potential dangers.

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## DELIVERING WOW THROUGH SERVICE

### Exceeding Every Customer's Expectations

There are many service companies. However, they're only competitors if we deliver the same level of service they do. We catapult above all others in the industry when we delight every customer and do far more than our customers would dream we'd do. This is our greatest competitive advantage.

## GREAT PLACE TO WORK

### All for One and One for All

Like rowers on a boat, a team pulls together. We each deliver to the very best of our ability and we trust our fellow team members to do the same. When we show up to work fully engaged and inspired, and ready to work as a team, we become more than co-workers; we become a work family.

## CORE PURPOSE

### To Help All People Live in Greater Safety and Comfort

The work you do at DEAR Services is essential because we're not just in the service business – we're in the business of improving people's lives. It's an exciting privilege to be part of a team that can contribute in such a meaningful way to the world, and you're an essential part of this team's contribution.

# DEAR SERVICES STRONG!