

## Mission

Our Mission is to enrich the life of each senior we serve.

## Vision

Our Vision is to be the trusted choice for seniors.

## Core Beliefs

- We believe every Resident is unique.
- We believe each Associate makes the difference.
- We believe in exceptional hospitality.
- We believe every day is an opportunity to serve.

## Values

**C** COLLABORATIVE

**Collaborative:** We embrace teamwork and act with a high sense of urgency.

**A** ACCOUNTABLE

**Accountable:** We are responsible and passionately pursue excellence.

**R** RESPECTFUL

**Respectful:** We are guided by mutual respect and fairness.

**E** ETHICAL

**Ethical:** We are honest and trustworthy.

**S** SERVICE-DRIVEN

**Service-driven:** We are relentless in delivering a unique Resident experience.

## Service Philosophy

We create peace of mind by inspiring confidence and building trust through everything we do.

## Service Standards

- **Safe:** We practice safe behaviors in everything we do. We take action to always ensure the safety of our residents, associates and others.
- **Caring:** We are genuinely courteous, attentive, and respectful. We anticipate needs, show empathy and demonstrate compassion.
- **Responsive:** We respond promptly. We set and manage expectations, deliver on promises, take ownership and are solution-driven.
- **Efficient:** We do it right the first time. We clarify the need, pay attention to the details, complete tasks fully and confirm issue resolution.

## Guiding Principles

- The Resident is the reason we are here.
- Caring for Residents is our highest priority.
- We are exceptional people caring for exceptional people.

## Value Propositions

- We create value by providing a seamless service experience to our Residents.
- We systematically and consistently create, communicate and deliver a compelling service experience for each of our Residents.
- We engage, train and retain aligned associates to deliver a compelling service experience that creates value for each Resident.
- We assure 100% internal alignment around meeting each Resident's service need.