

## *Our Vision*

**“OWNING OUR SUCCESS, BUILDING OUR FUTURE.”**

Respected as the industry leading homebuilder delivering superior homes through outstanding building practices and unparalleled customer service. We create next level performance through visionary employees who live by accountabilities that raise the bar for every builder in the marketplace. Winning every day is the only option at Eastwood Homes.

## *Our Mission*

Driven by integrity and our core values, we build homes of exceptional value and outstanding craftsmanship while delivering unparalleled customer service. Our purpose is to ensure our Customers, Employees and Trade Partners will recommend us with confidence, inspiring every homeowner to say,

*“Eastwood Homes, That's My Builder.”*

## *Our Core Values*

### **Integrity**

We must maintain high ethical standards, acting with honesty and respect in our daily interaction with customers, fellow employees and trade partners.

### **Customer Focused**

We understand that without satisfied customers, we will not succeed. We celebrate each home along with our customers. Our customers drive our business and we will remain adaptable at all times to meet their needs. We are committed to maintaining a customer service driven culture.

### **Accountability**

If we say we are going to do something, we do it. We stick to our word. We hold each other and ourselves accountable, and strive always to exceed our own expectations and those of our peers.

### **Entrepreneurial Leadership**

We are committed to our employees and team members. This commitment empowers our employees to work as motivated team members who can flourish and succeed to their highest potential. Each team member can create wealth through profitable growth. We celebrate our successes and see failures as opportunities for growth. We recognize that we are responsible for our own happiness and success.

We define our successes and failures with a delta curve. We are flexible enough to move with the market. We learn from our failures and create future success stories. We take charge. We proactively seek next-level performance and initiatives that create a point of difference within the Eastwood culture. We are solution oriented, and we are cutting-edge focused. Our success is dependent upon collective energy and intelligence working toward a common goal. We have self-directed teams that meet regularly to discuss issues and solve problems. We appreciate the contributions of each and every team member.

### **Engagement**

We work hard on things that matter. We select the right leaders for the right jobs. We concentrate on asking the right questions. We hold each other accountable. We set high expectations for ourselves and others, and we make them clear. We listen more than we talk. We deal with conflict directly and resolve it promptly. We examine our options, deliberately choose the best one and then act without undue delay. We take full responsibility for our own feelings and behaviors. We deliver on our commitments. We build lasting relationships by engaging in real work as a team. We genuinely like and respect the people we work with, and we believe in what we are doing. We are privileged to do work that is meaningful. We are professional and committed and caring. We have a great deal of fun. We laugh, rejoice and celebrate for we are blessed.

### **Visionary**

We set direction and create a customer focus, clear and visible values, and high expectations. We ensure the creation of strategies, systems, and methods for achieving performance excellence, stimulating innovation, building knowledge and capabilities, and ensuring sustainability. We inspire and encourage our workforce to contribute, to develop and learn, to be innovative, to be creative, and to embrace change. We serve as role models through ethical behavior and personal involvement in planning, communicating, coaching the workforce, developing future leaders, reviewing performance, and recognizing members of our workforce. We reinforce ethics, values, and expectations while building leadership, commitment, and initiative throughout our organization. We value the ability to create cutting-edge long range strategic business plans that include the strategies and tactics to ensure our success. We plan today with tomorrow in mind.