



THE HOUSE RULES · FAITH · FAMILY · WORK

How We *Show Up* For One Another.

Culture is not a poster. It is the standard we hold one another to in every meeting, every call, and every quiet moment in between. These are the rules of our house.

01 Honor your word.

If you say you will do it, do it. If you commit to fifty, do not deliver thirty — commit to thirty and deliver thirty. A man's word is the currency this team runs on.

02 Own the outcome.

The leader takes responsibility — first, fully, and without finger-pointing. When the standard is missed, own it, correct it, and move forward better than you started.

03 Touch the heart before the hand.

Ask how someone is doing before you ask them to do anything. Relationships come before transactions — with clients, with teammates, and with leadership.

04 Coach, do not criticize.

Anyone in the stands can shout the obvious. We give one another something tangible to work with — what to adjust, how to improve, where to grow next.

05 Speak life. No gossip. No negativity.

Words build or they tear down. Concerns are raised directly with the person who can act on them — never sideways, never behind a back.

