

## **RE/MAX St. Croix Mission Statement**

RE/MAX St. Croix is a well established, dynamic, and evolving real estate firm, which provides a full range of realty services while focusing on the highest professional standards of competence, ethics, and integrity. We provide “**Legendary Service**” to our clients and customers.

## **RE/MAX St. Croix Vision Statements**

- We Work in unison as a company to create a memorable, enjoyable real estate experience for all of our customers and clients.
- We constantly equip each agent member of RE/MAX St. Croix with the “tools” needed for their personal success and also give them the authority to make intelligent decisions to ensure our clients and customers happiness.
- We Understand that a “Mutually Beneficial” Long Term Relationship with RE/MAX St. Croix and the agent’s commitment to our clients and customers is everyone’s preference.
- We Educate our clientele on the “process” they are moving through as they sell and purchase real estate so prudent financial decisions can be made by them.
- Our Vision: Create “Raving Fans” out of all of those that we do business with.

## **The Unique Services we provide for our Clients and Customers are the “Core Values” of RE/MAX St. Croix:**

We have decided without exception:

- We listen to our clients and ask questions when necessary in order to understand their needs, and above all always act in a professional manner. We know our Island and our real estate market and have the answers they need.
- We earn our clients trust through our “high trust interview” so we can address the fears that many homebuyers and home sellers experience as they move through the “process” of homeownership.
- We respect our clients’ time by using our knowledge, experience, and resourcefulness; it is crucial to make the real estate transaction an enjoyable one.
- We utilize our state of the art technology to benefit our customer service. We have state of the art showing software to provide our sellers with showing “feedback” electronically in “real time” once we receive it!
- We reduce the stress that often comes during the home selling or buying process by communicating on a regular basis with our clients in order to make sure we are adapting to the “changes” that often occur.
- We extend our services to our clients by keeping in touch throughout the year with Value Added Information for them to keep them “up to date” on our market.
- We provide excellent service so that our clients assertively refer and recommend us to their friends and family. Customer service is not a “slogan”... We utilize full time office staff, a Client and Agent Care “specialist” , and in addition a Closing Coordinator to take care of the needs of all parties in any transaction.
- We uphold our integrity through honesty and we take full responsibility for our actions.
- We constantly strive to improve our quality of service by asking for critiques and evaluations of our performance and take that information to improve ourselves and our services.
- We require complete honesty and integrity in everything we do. We have no locks on our doors or with the information we share with each other.
- We are believers in the Golden Rule. In all of our dealings we will strive to be friendly and courteous, as well as fair and compassionate.
- We feel a sense of urgency on any matters related to our customers. We own any “problems” and we are always responsive with a solution. We are customer-driven.

## **The Unique Services and “Core Values” we provide for the “Agent “Family Members” of RE/MAX St. Croix are:**

- As a Company, RE/MAX St. Croix respects the individual, and believes that individuals who are treated with respect and given responsibility respond by giving their best for all concerned: themselves, RE/MAX St. Croix, and our Clients and Customers.
- We have created an environment where the Broker is a mentor and does not compete with the agents. Every customer or client that is referred to the company is referred to the Agents on a rotating basis...
- We make commitments to our Agents with care, and then live up to them. In all things, we do what we say we are going to do. Nothing Less.
- Work is an important part of life, and it should be fun. Being a good Broker and Mentor for our Agent Family does not mean being stuffy and boring.
- We have a on-going program of Agent Training that is designed to help our associates attain all of their personal goals as well as provide the best Real Estate Services for all of our Customers and Clients. Our weekly “Cranium Convergence Conference” is focused on 100 Days to Greatness and RE/MAX Ultimate Agent training as well as to act as a vehicle for solutions for any particular “issues” in any of our transactions.
- We are frugal. We guard and conserve the resources of our Agents and RE/MAX St. Croix with the same vigilance that we use to guard and conserve our own personal resources.
- We insist on giving our best effort in everything we undertake. Furthermore, we see a huge difference between "good mistakes" (best effort, bad result) and "bad mistakes" (sloppiness or lack of effort).
- Clarity in understanding our mission, our goals, and what we expect from each other is critical to our success and our “Fearless Leader is always available to discuss any issues we may have or any ideas to further our Success.
- We have no need for locks on our office doors or on our minds. We are a family of Agent members and have no need for doors with locks, nor do we need to lock our minds, we are always ready to help each other as well as our clients and customers with “new ideas” that may be helpful to all concerned.
- We have the full backing and support of the world’s largest and most recognized real estate brand... RE/MAX International. This affiliation provides us, among other things, the RE/MAX agent driven website RE/MAX.net, Custom designed publications, 24 hour education and mentoring to help our agents succeed in any market, as well as Lead Street which automatically send us leads for folks who are looking to relocate to our island.