

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.