



Harkov Lewis Team Mission Statement

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Our mission is to deliver premier service and results, exceed expectations, and develop lifelong client relationships built upon honesty, integrity, trust, and mutual respect.

Harkov Lewis Team Core Values

1. Honesty and integrity above all else; long-term focus.
2. Relational not transactional; closing is beginning of relationship and friendship.
3. No emotion added; calming and rational with fact-based decisions.
4. Exceed client expectations; go above and beyond.
5. Advisors, advocates, professionals with extensive knowledge and expertise; not salespeople.
6. Make the process of buying and selling positive, enjoyable, and fun.
7. Complete understanding of client needs: financial, lifestyle, plans for future.
8. Treat all parties the way we would want to be treated: what goes around comes around.
9. Proactive, not reactive.
10. Constant and prompt communication; fast response time.

Top 10.5 Qualities of #1 Salespeople

1. A contagious positive attitude.
2. To be excited at the prospect of helping others.
3. To be self-assured; not arrogant.
4. To like people and get them to like you.
5. To be not just book smart; be street smart.
6. If you're not having fun; what's the point?
7. Do everything full force.
8. Have unspoken integrity, visible honesty. If you have to say you are, you probably aren't.
9. Concentrate on the details without getting caught up in them.
10. Be kid-like happy on the inside.
- 10.5 Remember every success you ever had and focus on that each time you walk in a new door.