

6 Core Values

of the **Real Producers Team**



Area Directors across the nation enjoy (and add to) the unique sales culture of Real Producers. Get to know the *heart* of our brand by understanding our six core values.

1. TREAT EVERYONE WITH RESPECT

Everyone, regardless of position or tenure, is important to our team. If you can't show respect to everyone on our team, your time with Real Producers will be limited.

2. DO THE RIGHT THING, NOT THE EASY THING

Acting with integrity takes courage, but it's the right way to live. Have the courage to own and correct the mistakes you make.

3. BE BETTER TOMORROW THAN YOU ARE TODAY

Regardless of recent success or current challenges, we can always be better tomorrow than we are today. This mentality drives us to stimulate and embrace change.

4. BE HUMBLE

Have the self-awareness to know your strengths and limitations. You are good at some things; it's healthy to admit that. You are bad at some things; it's healthy to admit that too.

5. ADD VALUE... ALWAYS

Our clients owe us nothing. We are not entitled to our success. It's on every one of us to ensure we always bring value to our clients, and to each other, at Real Producers.

6. EMBRACE WE, NOT ME

Everyone wants to succeed individually. But teams will always accomplish more than a single person. If we do what is best for the entire team, ultimately we will have more success as individuals.