

Culture Matters...

Redland is **dedicated** to its clients, colleagues and communities and believes that our Associate's actions are the truest demonstration of the firm's commitments. Redland believes that in order for each Associate to **willfully demonstrate** the firm's commitments they must first experience Redland's commitment to them.

For this reason, Redland is dedicated to its Associates and believes that a culture in which the firm supports the success and fulfillment of each Associate is what matters most. To achieve the goal of a universally supporting culture we must **surround** ourselves with **people of character** who are helpful, responsible, trustworthy, resilient, cheerful, self-motivated and self-disciplined.

To demonstrate Redland's commitment to each Associate we will **foster** and support our Associates in achieving their career goals through self-development and advancement. Redland is also committed to supporting our Associates with their personal goals for intellectual, emotional, physical, spiritual and financial growth. Plainly stated, Redland is committed to supporting our associates in the **pursuit of their life-dreams**.



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