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Business Principles

1. **OUR CLIENTS' INTERESTS ALWAYS COME FIRST.**

Our experience shows that if we serve our clients well, our own success will follow.

2. **OUR ASSETS ARE OUR PEOPLE, CAPITAL AND REPUTATION.**

If any of these are ever diminished, the last is the most difficult to restore. We are dedicated to complying fully with the laws, rules and ethical principles that govern us. Our continued success depends upon unswerving adherence to this standard.

3. **OUR GOAL IS TO PROVIDE SUPERIOR RETURNS TO OUR SHAREHOLDERS.**

Profitability is critical to achieving superior returns, building our capital, and attracting and keeping our best people. Significant employee stock ownership aligns the interests of our employees and our shareholders.

4. **WE TAKE GREAT PRIDE IN THE PROFESSIONAL QUALITY OF OUR WORK.**

We have an uncompromising determination to achieve excellence in everything we undertake. Though we may be involved in a wide variety and heavy volume of activity, we would, if it came to a choice, rather be best than biggest.

5. **WE STRESS CREATIVITY AND IMAGINATION IN EVERYTHING WE DO.**

While recognizing that the old way may still be the best way, we constantly strive to find a better solution to a client's problems. As a result, we have developed a methodology named the pentagon effect. Which allows our team to access our client's businesses without losing the key important elements of a successful business.

6. **WE MAKE AN UNUSUAL EFFORT TO IDENTIFY AND RECRUIT THE VERY BEST PERSON FOR EVERY JOB.**

Although our activities are measured by revenue, we commit much time and effort to recruitment. In this service business, we know that our core resource is our human capital. Without the best people, we cannot be the best firm.

7. **WE OFFER OUR PEOPLE THE OPPORTUNITY TO MOVE AHEAD MORE RAPIDLY THAN IS POSSIBLE AT MOST OTHER PLACES.**

We encourage team member advancement, hence we help each member with entrepreneurial ventures. Even provide equity capital if the business venture aligns with our mission.

8. WE STRESS TEAMWORK IN EVERYTHING WE DO.

While individual creativity is always encouraged, we have found that team effort often produces the best results. We have no room for those who put their personal interests ahead of the interests of the firm and its clients.

9. THE DEDICATION OF OUR PEOPLE TO THE FIRM AND THE INTENSE EFFORT THEY GIVE THEIR JOBS ARE GREATER THAN ONE FINDS IN MOST OTHER ORGANIZATIONS.

We think that this will play an important part in our success.

10. WE CONSIDER OUR SIZE AN ASSET THAT WE TRY HARD TO PRESERVE.

We want to be big enough to undertake the largest project that any of our clients could contemplate, yet small enough to maintain the loyalty, the intimacy and the esprit de corps that we all treasure and that contribute greatly to our success.

11. WE CONSTANTLY STRIVE TO ANTICIPATE THE RAPIDLY CHANGING NEEDS OF OUR CLIENTS AND TO DEVELOP NEW SERVICES TO MEET THOSE NEEDS.

We know that markets and the world of finance will not stand still and that complacency can lead to the extinction of a business.

12. WE REGULARLY RECEIVE CONFIDENTIAL INFORMATION AS PART OF OUR NORMAL CLIENT RELATIONSHIPS.

To breach a confidence or to use confidential information improperly or carelessly would be unthinkable.

13. OUR BUSINESS IS HIGHLY COMPETITIVE, AND WE AGGRESSIVELY SEEK TO EXPAND OUR CLIENT RELATIONSHIPS.

However, we must always be fair competitors and must never denigrate other firms.

14. INTEGRITY AND HONESTY ARE AT THE HEART OF OUR BUSINESS.

We expect our people to maintain high ethical standards in everything they do, both in their work for the firm and in their personal lives.