

Our **Be Sure** Service Standards

B

Believe

Live our Helping Others purpose. Live our Be Sure culture.

E

Expertise

Always learning. Always curious. Always improving.

S

Smile

Be the reason someone smiles today.

U

Understand

See through the client lens – internal and external.
Ask. Understand. Act.

R

Responsiveness

Listen. Agree. Deliver.

E

Efficient

Work smart. Be organized. Create capacity.

SmithBrothers.
Be sure.