Firm Culture

Key Drivers	The Mindset = Core Values
Integrity Driven	In all dealings we are fair and forthright The Golden Rule is our rule
Relationship Focus	No substitute for local relationships enhanced by institutional connections Relationship reinforced transactions
Cerebral Entrepreneurship®	Entrepreneurial mindset, institutional rigor and integrity Creative thinking, outsized performance
Intensity	Highly motivated entrepreneurs Senior management focus on transactions
Analytic Discipline	Market intelligence, distilled to micro analysis, drives decisions Know the market then make or meet it

Mccarthy Cook