

Sample Vision Statements and Values

VISION statements express what a company wants to be in the future.

Here are the visions of some highly successful companies:

- Steve Jobs' vision for Apple: to be a company that turns powerful technology into tools that are easy to use, tools that will help people realize their dreams and change the world for the better.
- Google: to organize the world's information and make it universally accessible and useful.
- Amazon: to be earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online.
- Nike: to bring inspiration and innovation to every athlete in the world.
- Disney: to make people happy.

Below are visions that I have helped to create. They reflect the kind of difference I want to make in the world:

- Bullseye Hiring: to inspire, develop skills, and connect talented professionals in the real estate industry.
- Pro R.E.A. Staffing: to help real estate professionals grow world-class teams and businesses.
- Kathleen Metcalf Coaching and Training: to support, guide, and mentor agents and their staff to overcome professional and personal obstacles so that they can be the leaders, managers, and team members that they want to be.

Real Estate-Specific Visions:

- To provide industry-leading service that is informative, professional, and dedicated to our clients.
- To be the most capable, honest, and best- trained real estate professionals.



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- To operate a real estate business that is creative, innovative, and people-oriented.
- To always exceed the expectations of our clients with top-quality service, exceptional training, and a true desire to put the best interests of the client first.
- To offer the most cost-effective options for buying and selling real estate while maintaining an exceptional level of service.
- To innovate and explore new avenues in technology, constantly pushing for faster, easier, and less costly options for clients.
- To partner active community involvement and charitable ideas with exceptional real estate business tactics.
- To help clients find their dream home.

VALUES reflect what is most important to you and therefore inform how you will conduct yourself while realizing your vision.

Sample Values (pick 3-7):

Autonomy	Friendliness	Integrity
Balance	Fun	Loyalty
Compassion	Growth	Teamwork
Curiosity	Hard work	Open Communication
Detail-orientation	Helpfulness	Optimism
Development	Honesty	Passion
Empathy	Humility	Perpetual Learning
Energy	Individual initiative	Service-orientation
Enthusiasm	Industry expertise	Striving for Excellence
Fiduciary	Innovation	Wealth
Focus	Inspiration	Wow

