

JCM FOUNDATIONAL PRINCIPALS

Who We Are. What We Believe. How We Serve.



CORE VALUES How do we behave?

Integrity
Relationships
★ Excellence
TEAMWORK



THE JCM WAY How do we operate?

- 1 **Relationships** First
- 2 **Communications** Second
- 3 **Marketing** Third
- 4 **Mortgage** Lenders Fourth



PURPOSE

Why we exist.

To **strengthen lives** through
trusted relationships
and the opportunities
that **homeownership** creates.



MISSION

What we are doing.

To build **lasting relationships**
through **trusted guidance**,
exceptional communication and
personalized mortgage solutions.



VISION

Where we are going.

To create a **lasting impact** on the families,
communities and partners we serve through
trusted relationships, exceptional service
and responsible growth.



BRAND POSITIONING How we want to be perceived in the marketplace.

Johns Creek Mortgage is a relationship-driven mortgage brokerage that helps buyers, homeowners and real estate professionals make confident financing decisions through trusted guidance, proactive communication and personalized mortgage solutions.

Rather than lead with rates, products or promotions, **we lead with education, problem-solving and practical guidance. We believe informed clients make better decisions, and we strive to be a trusted resource before, during and long after the homeownership journey.**



EVERY INTERACTION SHOULD...

- ✓ **Strengthen a relationship**
- ✓ **Improve communication**
- ✓ **Provide trusted guidance**
- ✓ **Help someone make a more confident financial decision**



VALUE PROPOSITION Why clients choose us.

At Johns Creek Mortgage, relationships are more than just transactions. Through proactive communication and expert guidance and personalized mortgage solutions, we help clients and partners move forward with confidence.



ELEVATOR PITCH How do we explain JCM to others?

At Johns Creek Mortgage, we educate individuals and families on how they can achieve homeownership through personalized mortgage solutions.

Our culture isn't built by words on a page. It's built by the choices we make and the relationships we build every day.

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