

# CULTURAL TENETS

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Great real estate matters, but great people matter even more.

Make smart decisions with best available info,  
be decisive and critically assess results so we improve.

The best ideas often come from those closest to the real estate.

Healthy competition of ideas and constructive conflict are the hallmarks of dynamic organizations that thrive in a competitive environment.

There is no room for politics or silos in a great company, period.

For there to be accountability for results, there must be empowerment.  
For there to be empowerment, roles and responsibilities must be clear.

There is huge economic value in Trust. Let's work everyday to earn the trust of our teammates, our tenants, the communities in which we invest and our investors.

Integrity, which requires the courage to confront reality,  
and Passion, which requires that we never accept good enough,  
must be paramount in all that we do.

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