



MISSION STATEMENT
CORE VALUES
CORE COMPETENCIES

INTEGRITY

Mission Statement

Point Center will maintain an industry leadership position by offering high quality loan products, trust deed and mortgage related investment opportunities for our clients.

Core Values

DEFINITION

Core values are collective values which characterize what we stand for in the pursuit of our business enterprise.

OUR CORE VALUES:

- Point Center dedicates appropriate resources to attract and retain quality staff.
- Point Center creates value and financial rewards for its investors by providing diverse and innovative investment products.
- Point Center creates beneficial relationships with borrowers and brokers by offering alternative financing solutions.

OUR VALUES:

- Trustworthiness
- Integrity
- Reputation
- Accountability
- Commitment
- Confidentiality
- Innovation
- Profitability
- Provide & Promote Leadership

Core Competencies

DEFINITION

It is a special capability or knowledge necessary to perform our job exceptionally well.

It is a process that allows us to uniquely and professionally drive our business forward.

It tends to increase as it is used. Alternatively, tangible resources, things, or material objects are depleted as they are used.

OUR CORE COMPETENCIES:

- Visionary/Innovation skills
- Attitude of constant change
- Continuing improvement and education
- Collective learning regarding in-house marketing
- Proprietary knowledge of the industry
- Exceptional professional service
- Culture of discipline

OUR CORE COMPETENCIES WILL:

- make a significant contribution to the value and benefits received by our clients;
- be difficult for competitors to imitate; and
- enable the company to be viewed both for the quality of the financial products, services, and its portfolio of core competencies.

CORE COMPETENCY LEADERSHIP

Sustain core competencies

Attain and build future core competencies

Develop core competency leadership

ACCOUNTABILITY
ACCOUNTABILITY
TRUSTWORTHINESS
COMMITMENT

REPUTATION
COMMITMENT

INTEGRITY
INNOVATION
INNOVATION

LEADERSHIP

PROVIDE &
PROMOTE LEADERSHIP

CONFIDENTIALITY

INNOVATION

TRUSTWORTHINESS

COMMITMENT

PROFITABILITY

PROVIDE &
PROMOTE LEADERSHIP

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INTEGRITY