



# The PREMIER Way

## Vision, Views and Values

**Our vision is to be the leader in the markets we serve through employees who are dedicated to PREMIER service, who are proactive, who reflect a unity of vision and culture, and who are committed to the pursuit of excellence.**

### **Proactive**

Take ownership. If you hear it or see it, it's yours. Take care of it.

### **Relational**

Always treat people the way you want to be treated.

### **Excellence**

There are no shortcuts to quality. Continue to grow and be the best you can be. Know your products. Know your customer's needs. Follow-up. This is the PREMIER service that sets us apart from competitors.

### **Make a difference**

Make a difference today in the lives of others inside and outside of the company, treating them with respect and concern. Create a positive work environment through teamwork and support – always coaching, always encouraging.

### **Impressions matter**

We are billboards. It's not just what we say, it's also how we say it. Our appearance, language, conduct, tone of voice, responsiveness, body language, and what we communicate impacts how we are viewed by others. A smile is powerful whether it is on your face or in your voice.

### **Eager to serve**

Commit to being PREMIER in our minds and hearts. Look for opportunities to be PREMIER in the sight of others.

### **Represent the company well**

Always handle PREMIER's assets as if they were your own and speak positively about the company on and off the job. Be an ambassador and live your PREMIER pride.

### **We value people**

Serving others is at the core of who we are. Our customers are the #1 reason we exist. Our employees are our most valuable resource. We are all responsible for investing in our communities. We will continually seek out ways to make it better with our donation of time and money.

### **Always do what's right**

What we do, we do well. We approach everything with integrity, reliability and confidentiality to build the trust of those we serve internally and externally. Our services, products and conduct will reflect excellence.

### **Yardstick of success is our performance**

Our financial strength and regulatory excellence is paramount to our long-term success, and we will protect and advance it for the good of our people.