

Philosophy

We believe in a single standard of conduct which will at all times consider the best interest of its clients, its employees, its stockholders and its communities in which it lives.

In the conviction that Noble & Sears, Inc. must consistently maintain this standard of conduct in order to grow and prosper, we must be able to answer "yes" to the following questions about each activity we undertake:

1. Does it represent a high degree of integrity; is it morally sound and honest?
2. Is it a suitable product or service relative to our client's goals and objectives?
3. Does it represent leadership beyond the commonplace?
4. Will it contribute to our clients' long-term economic growth and security?

We believe that our clients, employees and communities are entitled to share in the economic good created by our concerted effort in advising and delivering services of recognized value and benefit.

For our Clients

We will strive

- to develop and employ financial strategies that reflect their goals and objectives.
- to apply financial products and services of high quality and true value.
- to work consistently and diligently to increase our understanding of our clients and their requirements.
- to give the best possible service to our clients in prompt response to their needs.
- to deal with our clients consistently, with honesty and integrity, and without discrimination.

For our Employees

We will strive

- to recognize the intrinsic value of each employee as an individual.
- to provide working conditions and an environment, which will maintain the dignity of the individual.
- to provide training opportunities which permit employees to enlarge their capabilities to perform their jobs in a better and more meaningful manner.
- to provide each employee with the opportunity for career growth and advancement with the firm based upon individual ability and performance.
- to recognize the value and potential of self-motivation of people who thoroughly understand their jobs... not only what they do, but the reason why... so that individual initiative and thought will be encouraged in the accomplishment of their tasks.
- to provide compensation equal to or better than prevailing rates for comparable services in the business community.
- to provide maximum continuity of employment.

For our Communities

We will strive

- to promote the general community welfare by direct financial support and by encouraging officers and employees to participate in community affairs.
- to encourage our employees to assume their civic responsibilities in active support of the kind of government which will maintain and actively promote free enterprise.