

Founders Financial, LLC

Established 1992

Guiding Principles: Philosophy

The Guiding Principles of Founders Financial, LLC serve as the cornerstone for all Member Firms and Founders. The success of Founders is directly dependent upon the commitment and professionalism of its Member Firms and staff. By upholding the Founders Guiding Principles and Standards each Member Firm will further enhance the professional image, reputation and integrity of the entire organization.

Founders Guiding Principles and Standards

Professional Conduct

Founders is committed to a measurement of excellence of the highest nature. We understand that values are our foundation and reflection of what we represent as individuals, business professionals, and members of an organization. We acknowledge that our first professional responsibility is to our client. Of equal importance is our collective responsibility to abide by the highest standard of excellence and integrity in all our business relationships, setting and achieving a standard of excellence for Founders that others in the financial community seek.

This commitment to professionalism is best exemplified in the Pledge of the Society of Financial Service Professionals (CLU, ChFC):

"In all my professional relationships, I pledge myself to the following rule of ethical conduct: I shall in the light of all conditions surrounding those I serve, which I shall make every conscientious effort to ascertain and understand, render that service which, in the same circumstances, I would apply to myself."

Excellence through Education

Founders is committed to the ongoing process of advanced education. The commitment to continued education fosters in all Members, new skills and knowledge that result in higher levels of success and excellence. This commitment includes:

- Attain professional designations (CLU, ChFC, CFP, etc..)
- Participate and attend all conferences
- Participate in industry and professional organizations to share your leadership
- Maintain informed staffs and support associates
- Exchange sales and marketing ideas with one another
- Share the vast knowledge potential of the organization

Technology

Founders is committed to the vision of demanding the most from our technological resources, to create and distribute new systems that enable all Members to operate in an efficient, timely and profitable manner. This vision involves the sharing of knowledge and resources among all members:

- Devoting the necessary funds to produce and deliver the technological initiatives established by Founders, the Advisory Board and Member offices.
- Sharing ideas and input on sales/marketing experiences and/or technical expertise for the benefit of the Founders organization as a whole.
- Seeking to improve in the area of communication, business processing, underwriting, and case design through technology.

Building Values Based Relationships

Our organizational success is directly tied to the relationships we have with one another. Through an open exchange of knowledge among Member Firms, we, as a "private organization," tap the enormous talent and creativity of a select group of financial professionals. Central to this exchange is our ability to work in a team format that is truly grounded in a value system built on trust. Every aspect of our business and personal self-fulfillment is dependent on successful relationships. Our relationships with one another define who we are and strengthens us as an organization.

Founders Financial Strategic Enterprise Program TM

Founders is committed to customized practice management development utilizing a values-based approach. This enables Member organizations to build their strategic enterprise and effectively manage a financial service practice in the 21st century. Our commitment to this process includes the following:

- Develop strategic business plans for growth and succession planning
- Build repeatable systems tailored to important aspects of Member Firms
- Develop and adopt effective administrative systems
- Practice sound human resource policies
- Incorporate and commit to state of the art technology to achieve peak operational efficiency
- Develop a core marketing plan that focuses on core abilities of Member Firms.

The Founders Guiding Principles and Standards are established so that our Members receive the best this industry has to offer by harnessing the enormous leveraging power of the strategic enterprise: Founders Financial, LLC. It establishes the foundation for success in our personal and business lives and throughout the Founders organization.