



### **Berrys Vision**

"The leading provider of added value to property and business".

### **Berrys Mission Statement**

"To develop diverse and successful client businesses through highly motivated, competent and well rewarded staff, improving and implementing property and business solutions"

### **Berrys Values**

The values which all of us at Berrys apply to any matter or person we deal with while part of Berrys, which inform and guide the way we work.

- 1. Act with integrity**  
Never put your own gain above the welfare of those you are working for or with or others to whom you have a responsibility. Respect their confidentiality at all times and always consider the wider interests of society in your judgment.
- 2. Always be honest**  
Be trustworthy in all that you do – never deliberately mislead, whether by withholding or distorting information.
- 3. Be open and transparent in your dealings**  
Share the full facts, making things as plain and intelligible as possible.
- 4. Be accountable for all your actions**  
Take full responsibility for your actions and don't blame others if things go wrong.
- 5. Know and act within your limitations**  
Be aware of the limits of your competence and don't be tempted to work beyond these. Never commit to more than you can deliver.
- 6. Be objective at all times**  
Give clear and appropriate advice. Never let sentiment or your own interests cloud your judgment.
- 7. Always treat others with respect**  
Never discriminate against others.
- 8. Always set a good example**  
Remember that both your public and private behavior could affect your own, other staff, clients and Berrys reputation.
- 9. Have the courage to make a stand**  
Be prepared to act if you suspect a risk to safety or malpractice of any sort.
- 10. Have an intellectual and enquiring interest in Berrys**  
Always seek to improve the quality of what Berrys does.
- 11. Comply with Professional Standards**  
Comply with the requirements of appropriate professional organisations representing the area of work that you do in Berrys.
- 12. To understand, believe, engage with, and take ownership of the Values Vision Mission and objectives/goals of Berrys.**  
So that they inform all aspects of Berrys business

Berrys vision mission and values were reviewed and adopted 28<sup>th</sup> July 2005  
The vision mission and values of Berrys are the foundations to the way that every body works in the business, providing an agreed direction in which we are all taking the business and a basis for developing strategies and managing the business at all levels.