



# COMPANY CORE VALUES



At **Trust Roofing**, our core values aren't just words on a wall. They are the backbone of how we operate, make decisions, and serve our clients every single day. They define who we are, what we believe, and how we show up for each other, our customers, and our community.

## Why Core Values Matter:

### They Guide Our Behavior

They shape how we interact—with clients, teammates, and partners—and set the standard for professionalism and respect.

### They Drive Smart Decisions

In moments of uncertainty, our values bring clarity and consistency, helping us do what's right—not just what's easy.

### They Build Our Culture

They create alignment, foster accountability, and define what it means to be part of the Trust Roofing team.



**Trust Roofing. ACADEMY** Every shingle and nail must be perfectly placed. Precision is what prevents leaks.



These values reflect our commitment to excellence, not just in the roofs we install, but in every interaction and every outcome. When we live by them, we don't just **build better roofs**, we build a **better company**.

# Our Core Values:



## Operate With Integrity

Integrity means acting honestly and fairly with our customers, teammates, and partners at all times. We communicate transparently, keep our promises, and stand behind our work. Our reputation is built on trust, and every action we take either strengthens or weakens it.



## Take 100% Ownership

We take full responsibility for success from our role. If something goes wrong, we don't blame others, we fix it. We show up prepared, work hard, and take pride in what we do.



## Be Extraordinary

We don't settle for "good" We take pride in our work and pay attention to the details. We always try to do better today than we did yesterday. Being extraordinary is doing the little things right consistently.



## Customer Obsession

We want to create the best roofing replacement experience possible; we want our customers blown away with our company at the end every time.

Create an Incredible Roofing *EXPERIENCE*

Operate with Integrity

Take 100% Ownership

Be Extraordinary

Customer Obsession



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