

# THE GREEN CODE

The foundation of everything we build upon at Thomas C. Penland, RICP® is the Green Code — a 12 point design that not only guides us, but also reminds us to be the very best we can be, for ourselves and for you.

**1 We are never complacent.** Each day offers the opportunity to start fresh. A chance to reinvent, evolve and adapt for ourselves and for our clients.

**2 Our mission is to protect and care for your hard earned money.** Money is the harvest of your work and paramount to freedom.

**3 We are fair.** We treat everyone the way we want to be treated.

**4 We are always learning.** Every experience, each exchange is a chance to become wiser and to become better at what we do.

**5 We learn from the past, take action in the present as we anticipate the future.** We are motivated by what can be done today so that we may be better tomorrow.

**6 We listen as a way to simplify.** We must 'really' hear our customers to keep our communication clear.

**7 We are always asking why or why not.** The only thing that cannot be improved upon is our mission.

**8 By creating value for others, we create wealth for ourselves.** Growth and profit are the proof that we are accomplishing our mission.

**9 Only the truth can be upheld.** Without trust there can be no real relationship, no progress.

**10 We are each our own person and together we become more.** The only thing needed to be our customer is your independent thinking and determination.

**11 We are not here to conquer or dominate. We are here to instigate and initiate.** To be 'a' choice... is the way we are designed. Competition is healthy. We are not enemies.

**12 We will go on forever.** Anything begun with integrity, having an honorable purpose, carried out with boldness and dedication will go forth in ways unseen.