



Clayton

**GUIDING
PRINCIPLES**

- ▶ We're passionate about being the best housing company.
- ▶ Our strength is our people ... we attract those who make us better.
- ▶ We strive to be extraordinary at every customer touchpoint, creating raving fans.
- ▶ We're engaged team members who act as owners and take results personally.
- ▶ We encourage innovation... try a lot of stuff; keep what works.
- ▶ We manage cost to invest in profitable top-line growth.
- ▶ We uphold our integrity and reputation above all else.
- ▶ We will leave the company and the world better than we found them.