

# SMITH & HOWARD

*Certified Public Accountants  
and Advisers*

## **Values Statement**

### **Clients - Clients Come First**

Our clients' interests always come first. Our experience shows that if we serve clients well, our success follows. We emphasize responsiveness, creativity, innovation and imagination in all we do. Great service requires personal attention, technical expertise and an uncompromising commitment to exceed client expectations and contribute to their financial success.

### **People - We Help Our People Be the Best They Can Be**

Our philosophy of attracting, developing and retaining highly qualified and motivated individuals allows the firm and its people the ability to meet personal, professional and financial goals. Dedication and commitment from and to our people are fundamental to our success and the success of our clients. Opportunities for our people are without limits and rapid advancement is based on desire, ability, performance and contribution to the firm's success. Mutual respect and the alignment of firm and individual goals foster teamwork and produce the best results. We recognize that without the best people we cannot be the best firm. We help our people be the best that they can be.

### **Excellence - Committed to Excellence in All We Do**

We take great pride in the professional quality of our work and our services. We have a determination to achieve excellence in everything we do. We are constantly seeking improvement in all that we do. We are dedicated to complying with the professional standards and ethical principles that govern us.

### **Integrity - We Live Our Values**

We are committed to conducting our business with the highest degree of integrity and honesty. We understand our responsibility to the community. We recognize our reputation is one of our most valuable assets. We will preserve our reputation by always adhering to the highest ethical standards of our profession, including complete confidentiality. We expect our people to maintain high ethical standards in both their personal and professional lives. We will never compromise our integrity to our clients, to our profession, to our community or to our employees.

### **Perpetuity and Leadership - Effective Leadership is Crucial to Our Future**

Living our values is the vital key to establishing long-term relationships with our clients and our people, thereby ensuring the firm's perpetuity and leadership in the profession and community. We desire that the firm transcend generations and be a place where future partners can succeed.

### **Growth - Passionate Service Drives Our Growth**

We believe a philosophy of growth is important to our future. However, we recognize that bigger is not always better. We will not sacrifice quality for the sake of growth. We recognize the certainty of change in our profession, our clients and the markets we serve. Therefore, we grow and improve by anticipating those changes, expanding our services to meet client needs and enabling our people to achieve their potential. We aggressively seek to expand our client relationships.

### **Profits - Profitability is Crucial to Our Future**

Profits are important to our firm. They replenish our capital and attract and keep our best people. It is our practice to share profits generously with all who help create them. Profitability is crucial to our future.

### **Partnership - We Grow Stronger Together**

We recognize that we have a shared destiny and we believe in true partnership governance. The firm's success is a result of the efforts of the group as a whole and the mutual respect, compromise and support one toward another.