

Our Culture
Our Values

Perry Bishop

PROPERTY MADE PERSONAL

People *first*



Property made personal

Perry Bishop has come a long way over the years and with 6 offices spread over the geographical areas we serve, we really are passionate in being expert property negotiators.

Our award-winning customer service and innovative market approach, coupled with the latest and best technology tools, help us deliver exceptional results.

Our large number of repeat customers is something to be proud of and that's down to all of us.



Welcome to Perry Bishop's Culture Handbook

Our company values, goals and philosophy are a direct reflection of the kind of culture we want to inspire; where everyone is driven to be the best they can be.

We all have the mindset and ability to make Perry Bishop a great place to work, where everyone is valued.

It's every colleague that makes our company tick and who shapes and defines our culture every day!

Your loyalty, hard work and feedback, forms the bedrock of our progress as we continue to thrive whilst ensuring we are an employer of choice.

The purpose of this culture handbook is to bottle the recipe and ingredients that shape our culture. Then...we can consciously live out our culture every day and also allow new colleagues to hit the ground running fast in their careers with us.

We want you to know we have your back and you are all appreciated and truly valued.

Phillip, Gavin and Sian



Building one high performing team

Success is not an accident!

Neither is building ONE high performing team.

It requires continuous hard work and focus. The journey is easier when you have a framework and success formula to follow.

The great news is we do, starting with...

Our Vision & purpose: the north star! Why we do what we do and the difference we make every day

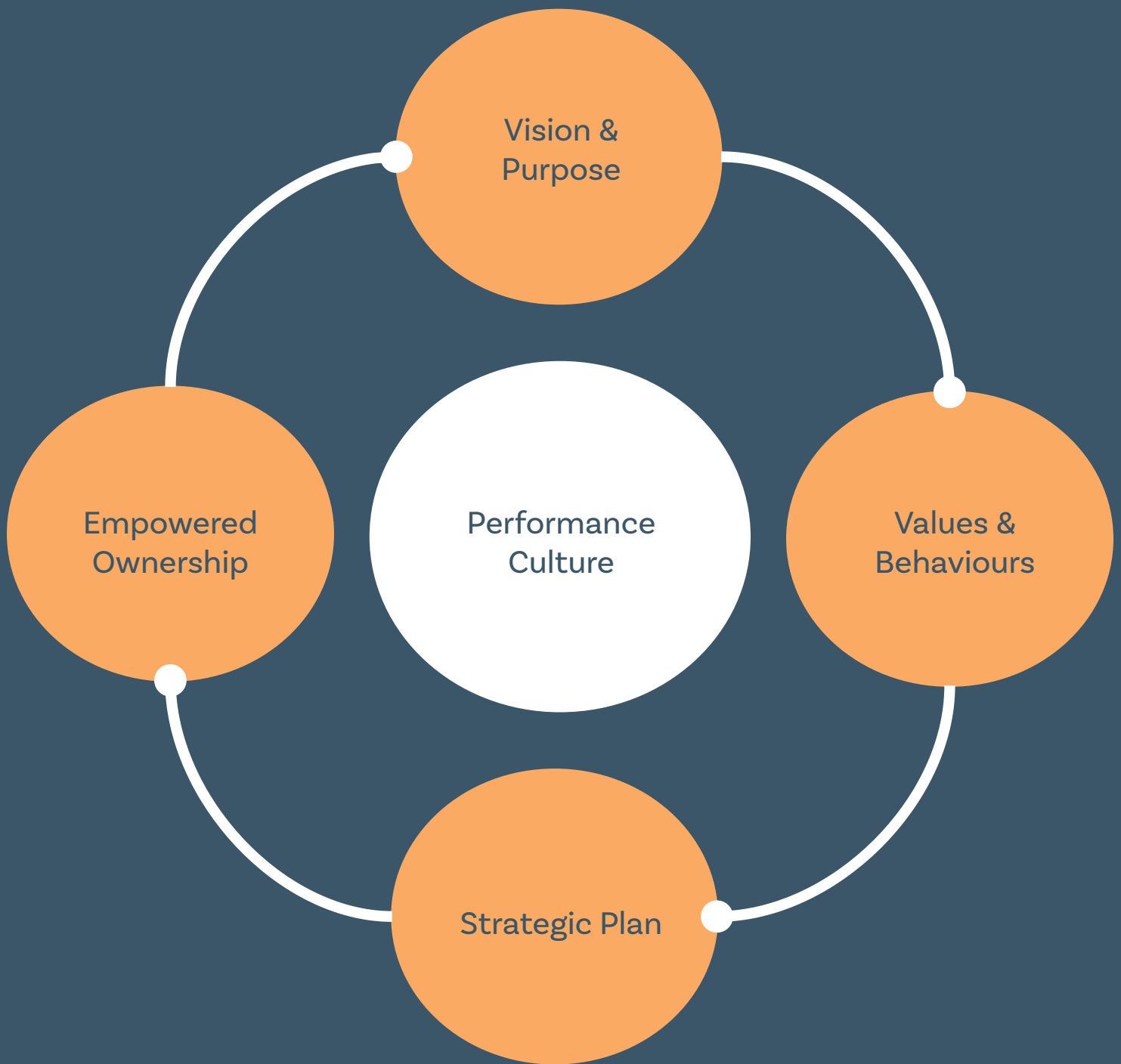
Values & Behaviours: the behaviours and standards which we want to see in ourselves and in others.

Strategic plan: ensures every colleague knows the precise role they play in turning our vision/purpose into reality

Empowered ownership: ownership is Leadership! Colleagues are empowered and enabled to deliver for our clients every day

Performance Culture: it's the glue which binds us together as ONE high performance team. We all own the culture at Perry Bishop





Together, we live our 'Performance Culture'



So...

how do we
achieve this?



1

We create a compelling purpose

Leading Estate Agency providing the best moving experience, helping clients open the door to the next chapter of their life.

2

We have clearly defined values & behaviours

Values are like fingerprints...we leave them all over everything we do!

We are Knowledgeable

We are Passionate

We are Professional

We are Caring

We are Creative and Fun



3

We have a clear game plan and strategy for success

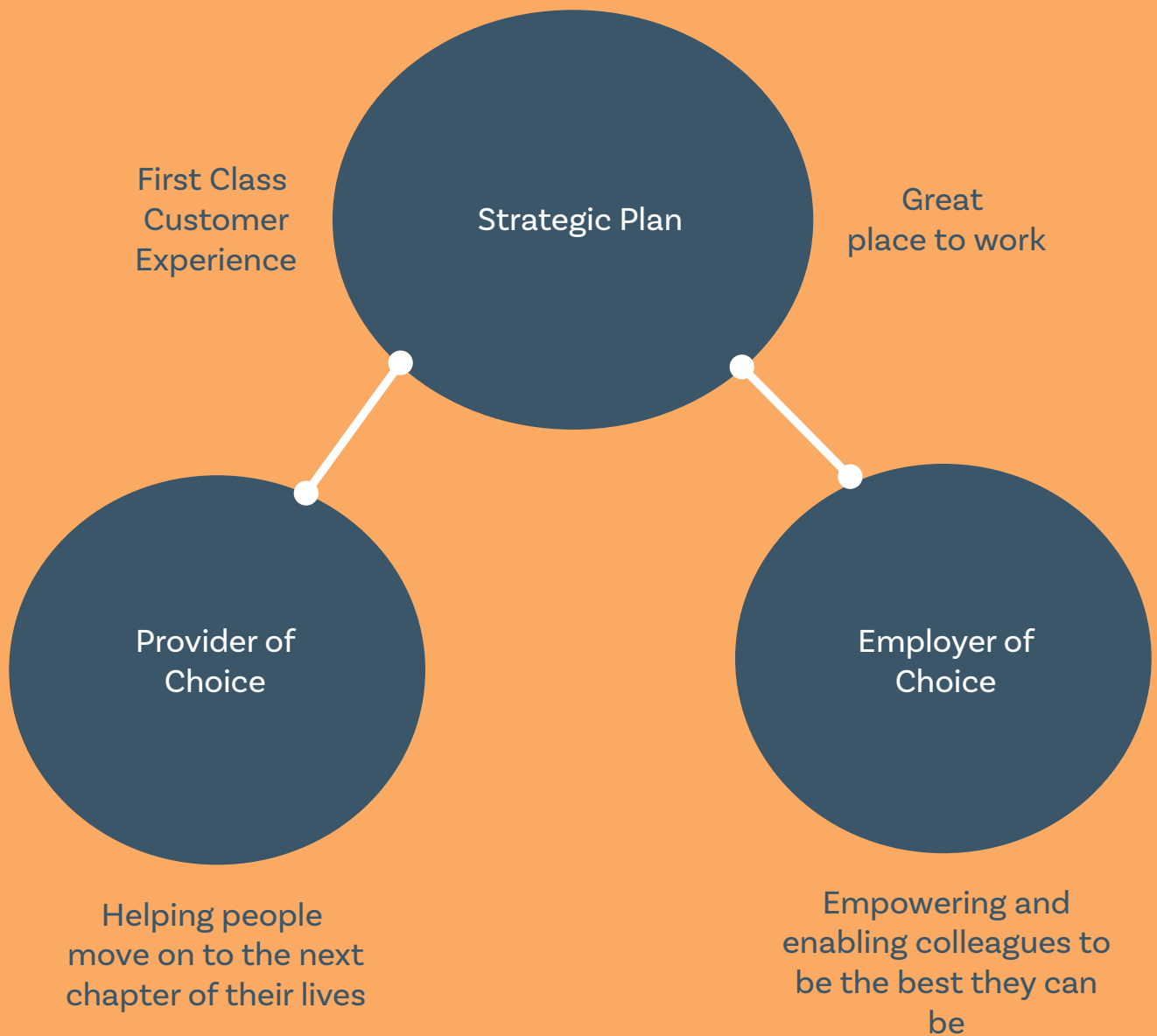
A dynamic strategy that reflects the needs of our customers, our people and our organisation. We centre our strategy on two key deliverables, achieving Provider of Choice and Employer of Choice status.

4

We empower our people

Our people are enabled and empowered to make decisions, take action, make change and take the lead.





We are Knowledgeable

Innovation is key, creating new ideas and offering a new approach. We are eager to explore, learn, adapt and create change for the benefit of our customers and the organisation.

We are Passionate

Only the best is good enough. People do business with people they like and trust. We are deeply committed to building sustainable long-term relationships.



We are Professional

Our award-winning customer service and innovative marketing approach, coupled with the latest and best technology tools, deliver exception results. Our high number of repeat customers proves this.

We are Caring

We care for our colleagues and customers and the business as a whole. We act thoughtfully and with kindness at all times to nurture and grow our relationships.



We are Creative & Fun

Great people make a great workplace.

We recognise the power, strength and solutions that come from team work.

A better we is a better me!



**If vision determines
where we are going...**

**...our values determine
precisely how we're
going to get there!**

We are Knowledgeable

Derailing behaviours

- Demonstrates a lack of drive to learn and develop
- Not learning from old ways. Stuck in the past – that's the way we've always done it
- Not sharing innovative ideas with colleagues
- Showing no interest in the market
- Not relevant and up to date. Old and out of date



Enabling behaviours

- We are enthused to learn and develop
- We offer new ways of working with the latest technology
- We understand the market and the needs of our clients
- We are about everyone's personal development plan and growth within the company



We are **Passionate**

Derailing behaviours

- Having a closed mindset and work ethic
- Not challenging the status quo
- Just do the job, don't go the extra mile
- Resistant to empowering others
- Our behaviour can become contagious



Enabling behaviours

- We strive for excellence in what we do
- We have a can do / will do attitude to our customers and colleagues
- We are constantly challenging and pushing the boundaries
- We want to be the best we can be
- We empower each other
- We welcome and embrace change
- We enjoy what we do, we are living the dream!



We are Professional

Derailing behaviours

- Not giving 100%
- Not an asset to the business
- Talking down about colleagues or customers internally and externally
- Lack of drive to improve / change
- Allowing personal issues to influence your decisions, actions and interactions with others
- Disruptive to colleagues



Enabling behaviours

- We are brand guardians and ambassadors
- We care about delivering excellence within ourselves and to our colleagues and customers
- We are constantly looking for ways to improve
- We encourage feedback in order to change
- We assume positive intent and have faith in our colleagues
- We communicate with clarity and patience
- We want the business to grow and be successful
- We are commercially minded
- We are reliable and respectful



We are **Caring**

Derailing behaviours

- Demonstrating no passion, care or work ethic
- Not listening to colleagues' thoughts or opinions
- Lack of care or understanding of the needs of our customers
- Not empowering colleagues to do well and win business
- No drive for personal growth or growth for the business
- Passive/aggressive behaviour when deals don't go our way



Enabling behaviours

- We care about our colleagues, the organisation we work for and our customers
- We empower our colleagues to bring the best out in each other
- We are genuinely interested in the needs of our customers and helping them achieve their dream
- We are proactive in thinking ahead and drive our customers into making the right decision
- We celebrate hard work, success and commitment



We are **Creative & Fun**

Derailing behaviours

- Always about work – no fun with focus
- Long hours
- No support with workload
- Lack of value and rewards
- Take, Take, Take...
- No development opportunities
- No room for change
- Groundhog day!



Enabling behaviours

- We go the extra mile to make sure everyone is valued and happy
- We reward colleagues and celebrate success
- We work hard at teamwork
- We share the load and jump in to help colleagues
- We welcome, seek and use feedback, whatever the source



Great people make a great workplace... FACT!

We all play a key role in setting the tone of our organisation and creating a fun and caring place to work.

Together, we are brand guardians of our company in shaping the future.

All we ask is that you be the best version of you and you bring your 'A Game' to work every day.

That we always give and receive open feedback both inspirational and developmental. After all, we are all work in progress.

If we ALL commit to our shared vision and goals in being the Number 1 Estate Agency of Choice and Employer of Choice, then we will turn our vision into reality.

People *first*

Putting it all together this means...

ONE

Team

Plan

Number

Culture

Knowledgeable | Passionate | Professional | Caring | Creative & Fun



So...

are *you* in?





Perry Bishop

PROPERTY MADE PERSONAL