

CORE VALUES WE LIVE BY

Our mission is to give you the best experience possible, and we strive to live by these core values:

**1 CULTIVATE THE BEST
RELATIONSHIPS WITH SINCERITY.**

We value people, and we want to add value to people's lives. We want to open relationships and create friendships that last a lifetime.

**2 DEMAND EXCELLENCE
IN EVERYTHING WE DO.**

We constantly strive to raise our standards and demand excellence for ourselves.

3 SERVE UNCONDITIONALLY.

We're here to serve others. We're here to help others. We're a family, and we're here to serve and help each other and anyone who walks in our house. You're a part of our family, and we want to know how we can help, without any expectation of getting anything in return.

4 TAKE EXTREME OWNERSHIP.

We see something that needs to be done, fixed, or cleaned, we do it. We don't shift blame. We take personal responsibility and take action to make it right.

5 EMBRACE CHANGE.

The only thing you can count on is change. We embrace change, intend to make improvements every day, and challenge ourselves to tackle any and all changes that come our way.

6 HAVE FUN!

We're a family here, and we want everyone to enjoy the time they spend in our house. We hope to make everyone smile!

7 BE A LIFETIME STUDENT.

We will never stop learning, growing, and improving. We're constantly raising our standards so we can continuously progress in every area of our lives.

8 GO ABOVE AND BEYOND.

We will always make continuous effort to go above and beyond what it is required of us.

9 EXCEED EXPECTATIONS.

We want to change the car-buying and car-servicing experience and change your perception of how it should be. We hope to exceed every expectation you have, and keep raising our own expectations for ourselves.

10 OUTWORK EVERYONE.

We work harder than anyone else on the planet and help everyone around us achieve their goals in every area of their lives.



The Berge way...it's *different*.

