

Our Core Values

Trust

What is trust? Consider Noah Webster's definition of trust: *to place confidence in; to rely on; to commit to the care of, in confidence.*

We believe trust is the most important ingredient in any relationship. To receive trust we have to be worthy of trust. We accept that trust must be earned - often over a long period of time, and that it can be lost in a few seconds.

We always act in the best interest of our clients and make recommendations based on needs, situations, and goals.

Insight

We rely on experience and knowledge to identify how and when to be helpful to clients. We continually look to leading edge practices to better understand and respond to the needs of clients. Consequently we offer quality advice, innovative solutions and tailored options that fit individual needs. And most importantly, we ensure that clients clearly understand their choices so that sound decisions can be made.

Integrity

We aspire to the highest ethical standards and expect the same behaviour of others. We conduct ourselves honourably in any situation that may arise. We treat every person with respect and fairness. We aim to be straightforward and forthright, expressing ourselves with clarity, so that clients understand what is being communicated.

We approach our work with honesty, and having made a commitment, keep our word.

We exhibit integrity by always interacting with others ethically and honourably.

Knowledge

Continually enhancing knowledge and skills is becoming increasingly important as our industry becomes more competitive and the pace of change increases. Further, surveys tell us that clients expect to deal with accredited professionals. Communicating these accomplishments to clients is equally important to establish our professionalism.

Our value is what we know, and we take that very seriously.

We are committed to life-long learning.

How our clients benefit:

- Have confidence in the quality of our advice in all market conditions.
- Know they are dealing with well-trained, accredited professionals.
- Believe we are truly committed to being top of our field by keeping up on industry knowledge, current practices and strategies to deliver the most relevant and appropriate solutions.

“Tell me and I forget. Teach me and I remember. Involve me and I learn.”

~ Benjamin Franklin



THE RITCEY TEAM
at ScotiaMcLeod