

## The Pacesetter Way

It is everyone's individual responsibility to appropriately encourage and help all associates consistently follow these behaviors.

**1. Commit to the Ultimate Customer Experience:** Customers are the center of our universe, the reason for our being. Make every customer interaction incredible, going above and beyond what the customer could have imagined possible. Create extraordinary experiences that they will tell others about.

The Ultimate Customer Experience treats our partners like the unique companies they are. We go well beyond customer service. We want all customers to understand that the entire breadth and skillset of Pacesetter is behind them. We specialize our services and hand pick our talent so they are able to best respond to the challenges in front of our customers, as well as provide them with strategies and opportunities. It's the way we view our customers and that is as partners. We ask our customers what we can do to make their jobs easier and their companies more profitable. We work with our customer partners so that the flow of ideas and improvements never cease. We encourage special requests and feedback so we can individualize and customize the Ultimate Customer Experience.

*I read not long ago that creating what we call the Ultimate Customer Experience occurs when you do the unexpected for a customer. If you meet a customer's expectations then you are merely providing good customer service. When you do the unexpected, that is the moment that you create the Ultimate Customer Experience.*

*During interviews, I commonly ask the question: 'Name three companies that you believe excel at customer service.' I like to know what our potential future team members think customer service looks like. What are their expectations? If they are merely acceptable then how do I know that this individual can think far above and beyond exceptional? I ask each of our team members to take a few moments this week to write down 3 exceptional experiences that they have had as a customer during their lifetime and why they felt that they were so exceptional. Everybody should put one of these on the "Can You Imagine Wall" by a week from Friday. Keep your list at your desk. Next time you speak to a customer, internal or external, take a glance at that list and aim to beat it.*

*Here is one of mine: My husband and I were recently in the market for a mortgage. Banks and mortgage companies are typically a pain to deal with. We chose a company called Silverton Mortgage. We thought we'd found a house and wanted to put an offer down. It was on a Sunday. There had been an open house with lots of visitors and we knew that being prequalified was going to be necessary to even have a shot. I reached out to this company for the first time on Sunday and got an almost immediate response. She immediately gathered my info and helped get a prequalification letter out that evening so that we could make an offer. We didn't get that house. She gave me her cell number so that as soon as we did find one, she could get a new letter issued to have a better chance. We found our home on the middle of a Saturday and she was true to her word. She dropped what she was doing and made it happen.*

*While I might have expected a mortgage company in this market to have availability on weekends, I never would have dreamt of the immediacy. They knew speed made a difference and, therefore, they were faster than I could ever imagine. The entire process from there has had exceptional responsiveness, support, and excellent communication. Not the fight you typically think you will be walking into with a mortgage broker. My reply to her complementing me the other day, "You've taken such good care of me that my goal is to be your easiest customer ever."*

*At closing she said, “I know things were probably confusing today. If you need anything, as questions come up in the future even over the next year, feel free to call my cell.” We were not alone in this process, we had a partner looking out for us, anticipating needs we might not realize we had, and going well above and beyond what we could have dreamed to expect from a mortgage company.*



**PACESETTER**  
OUR PEOPLE. YOUR ADVANTAGE

**Aviva Leebow Wolmer**  
Chief Executive Officer