



Mission

To form an elite real estate team dedicated to providing world-class concierge service for our clients through technology systems, exceptional communication and creative marketing techniques. To provide an environment where every single team member strives to be the very best they can be. To guide all transactions so that every single client receives the most satisfying home buying/selling experience imaginable.

Vision

- To have the most talented real estate team in the industry with every team member sitting on the right seat of the bus for their talent, skills and passions.
- To dominate the Kansas City Northland. We have defined our target demographic area and 10% of sales in that area can be attributed to Ron Henderson & Associates.
- To accomplish our sales goals with the smallest, most elite team possible where everyone works very efficiently and is highly compensated.
- To be one of the most respected and well-recognized real estate teams among our peers both locally and nationally.

Values

- Our clients' needs come first - our clients' goals come before our individual or team goals.
- Honesty - in everything we do.
- Work Ethic - the desire to work at the highest standard; to be the very best we can be in everything we do.
- Respect - for those we work with, those we work for, and everyone we meet.
- Learning Based – we are constantly striving to be more knowledgeable about our industry, the work we do, and how we can better service our clients.
- Passion - because we love our work and it shows.

Beliefs

- Buying or selling a home is a complicated process involving a dozen or more parties to the contract and a host of potential problems. It is our belief that we have created a streamlined, coordinated process that will guide our clients through this process.
- Success does not come without failure. We fail forward and celebrate success.
- Consultation is the key for helping our clients achieve their goals.

Perspective

Today, it seems like every other person we know has a real estate license and true full-time professionals with local knowledge and expert negotiation skills are difficult to find. We work hard to be the professionals our clients can come to for sound financial advice. In a world where everyone is trying to sell something, we take a more consultative approach. When we do this, we gain a deeper understanding of our clients' needs and help them turn *their* dreams into **reality**.

"You can have everything in life that you want if you just give enough other people what they want." - Zig Ziglar

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