

Mueller Financial's competitive advantage is having high quality talent in the industry. Having a Culture that attracts and retains the high quality talent is critical for the success of our people, our clients and the firm.

The combination of our Culture and Values enhance our experiences in a positive and meaningful way to motivate us in achieving a shared firm vision and providing ultimate client service and satisfaction. The investment we put into our Culture strengthens and drives everything we do – it influences the way we hire, train, promote and reward our people – the way we collaborate, encourage and empower one another – interact and provide support in our communities – how we challenge ourselves in unique and creative ways by helping our clients grow and pursue lifelong successes.

Our Values, as expressed by the Employees and Partners at Mueller Financial, encourage us to **Proactively** be engaged to continually identify problems and provide solutions, exhibit **Respect** for colleagues and clients, **Inspire** others by being authentic, creative and passionate, **Dedicated** alignment and loyalty in pursuing goals and providing quality service to our clients and each other, all while **Enthusiastically** embracing and celebrating the distinctness of what makes us an ambassador of Mueller Financial.

We create an environment where our employees thrive by promoting teamwork and sharing successes together. The unity we share in our Values is continually evolving and it takes mutual effort from each and every one of us. The better we are at living these Values together, the more successful we will be at reaching our full potential – for our clients and all of us, both personally and professionally.

We are so happy to experience this journey with you.

David J. Nissen

David J. Nissen, CPA
CEO
Mueller Financial Services, Inc.

PROACTIVE

We are motivated professionals that focus on identifying, prioritizing and providing options to our clients. We are energetic, driven and dynamic in our approach with a keen awareness allowing us to identify opportunities and value that contribute to the success of our people and our clients. We strive to exceed our client's expectations by being curious and creative – going the extra mile to deliver superior outcomes beyond ordinary services.

- We focus on attracting, retaining and developing sound talent to provide value and top notch service to our clients.
- We align employee roles within the firm to their natural talents and interests, and provide constant feedback for professional development.
- We celebrate personal and professional achievements.
- We plan ahead and honor our commitments to our clients, and to each other.

ENTHUSIASM

We embrace life with a positive outlook and attitude that everyone can see and feel. A positive attitude provides energy that makes our work life more fulfilling and happy, and gives us the sustainable power and passion to pursue succeed in everything we do professionally and personally. We acknowledge and celebrate both small and big performances – every day!

- We have an inclusive and energetic culture where employees genuinely feel part of the firm – we listen and are eager to involve everyone.
- We seek achievements together and sincerely care about our teammates as a group and as individuals.
- We are excited to learn new things in an environment that promotes and encourages sharing of our experiences.
- We recognize that enthusiastic employees are creative and engaged in their work, and willing to go above and beyond with a “can do” attitude providing for a happy work life and high client satisfaction.

DEDICATION

We are committed and passionate in everything we do. When we perform our jobs, we keep our goals and expectations in sight. We are a firm that is dedicated to the growth and the well-being of our clients' businesses and we jump forward with a goal to contribute to the successes of our clients, and subsequently, us. Taking shortcuts, compromising quality, and unpreparedness are not choices – no matter the pressures. Dedication is a value that we bring to the work we do each day.

- We are not content on the sidelines. We are at our best when we are engaged and actively present.
- We embrace new experiences by stepping outside our comfort zone – pushing the limits to foster performance growth, creativity and the pursuit of success.
- We are dedicated yet flexible, having the courage to change course when achieving our goals.
- We align employee's roles within the firm to their natural talents, interests, and passions.
- We are loyal and strive to exceed expectations of our teammates, and our clients.

RESPECT

Life can get stressful at times, but respect is one of the core values which makes all of the difference. Respect is a two-way street where we treat others the way we want to be treated – *The Golden Rule*. Respect is an attitude that promotes a healthy work environment for everyone.

- We live by *The Golden Rule* to treat everyone with the same level of respect throughout the firm.
- We listen with intensity and engagement because everyone plays a key role and is important – we are role models to each other.
- We are encouraged to invest time in people to build strong lasting relationships.
- We recognize talent and exceptional work - we celebrate it and reward it.
 - We appreciate the different opinions and perspectives of others – seeking to understand before being understood makes us a better team.
 - We believe in reciprocity – we give respect to get respect, and we support each other.

INSPIRE

We know that it is not what we say that people pay attention to, but rather how we act. People innately want to be inspired, so our goal is to set good examples in all we do. The gifts of creativity, authenticity, talent, and passion are inspiring and we take opportunities to share them with others. We also model the inspirational behavior we witness.

- We are willing to take a stand for what we believe in.
- We have the courage to change course when alternatives and new options present themselves.
- We are willing to listen, and are authentic and genuine when working with clients and colleagues.
- We encourage the inner creativeness in everyone to unveil the specialized talents and infinite possibilities that we can share with each other and our clients.
- We would rather share the credit than take credit by ourselves.
- We practice integrity every day.
- We are curious by challenging and questioning the status quo so we can be the best we all can be, understanding that there are hundreds of recipes that can be customized and authenticated.

