


WE ARE
PRIMERUS™
Value

Value is defined by commitment, knowledge, attitude, service, reliability, and respect. These are the six core characteristics that should serve as the guiding principles of your work life.

The third pillar of Primerus™ is the by-product of time spent adding value to other people's lives, displaying a desire to provide exceptional and trustworthy service in an ongoing effort to exceed client expectations. It is the personal touch that is applied at every turn and is evidence that "you don't get paid for the hour; you get paid for the value you bring to the hour."

In effect, value is a mindset that creates lasting worth and satisfaction and is a tangible benefit that can yield business dividends for years to come. It is at the heart of our commitment to charge fees that are fair and reasonable and are measured by their inherent worth.