

Core Values

We hold these core values as the standard from which all Lockard Associates conduct business:

By **excellence**, we mean:

- We will strive to be innovative and remarkable.
- We will be passionate about achieving the best for our clients.
- We will not offer, nor will we settle for “second best.”
- We will conduct our business in a way that is profitable and charitable.

By **integrity**, we mean:

- We will do the right thing.
- We will deliver what we promise.
- We will be honest and forthright.

By **humility**, we mean:

- We will treat others with respect.
- We will not let our egos get in the way of our client’s best interests.
- We will give credit where credit is due.



*We have confidence in what we believe
and will see things through to the end.
We acknowledge that all good things
come from God and we are grateful for
His blessing on our work.*