

VISION & CORE VALUES

To become the nationwide mortgage lender of choice for borrowers and originators, one community at a time! To provide exceptional customer service, innovative programs and positively impact our communities. To build a strong, long term organization based on strategic expansion.



BE Service Focused

Treat the customer as top priority.
Commit to exceptional customer service.
Understand every loan we touch is someone's home.



BE Excellent

Do it right the first time.
Produce quality loans always.
Passionately follow Bay Way Best Practices.



BE Strong

Maintain financial strength.
Hire only the best.
Perform for our lenders and investors.



BE A Team

Support and mentor co-workers.
Put team above self.
Work together to achieve greatness.



BE Innovative

Embrace technology.
Provide the best tools to attract the best people.
Seek solutions.



BE Committed

Enthusiastically support company goals and initiatives.
Communicate and collaborate - let the best ideas win.
Build for the long term.



BE Transparent

Act with honesty and integrity.
Establish long term relationships by building trust.
Communicate openly and often.



BE Family

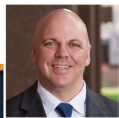
Respect co-workers.
Contribute to your community.
Celebrate Success and Have Fun!



BEHL

HOME LOANS

bay equity



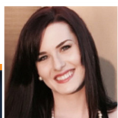
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