

RENEWING OUR PURPOSE: "DRIVEN BY EXCELLENCE, DISTINGUISHED BY TRUST™"

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#VisionaryValues

At Bookmind, we've always believed that a strong sense of purpose is the foundation of every successful organization. Today, we're thrilled to unveil our new purpose statement: "Driven by Excellence, Distinguished by Trust." This powerful declaration was born from consistent feedback from our clients, partners, and staff, who have recognized our unwavering commitment to excellence and the high level of trust we've earned. It captures our shared vision for the future of Bookmind and solidifies our dedication to these core principles.

A Purpose that Reflects Who We Are

Our new purpose statement encapsulates the very essence of Bookmind. It speaks to who we are, what we stand for, and where we are headed. The phrase "**Driven by Excellence**" represents our unwavering commitment to maintaining the highest standards in everything we do. Whether it's delivering top-tier financial services to our clients, positioning our referral partners for maximum success, or setting new industry standards in work-life integration, excellence is at the core of our identity.

The second part, "**Distinguished by Trust**," highlights the deep sense of reliability and integrity that has been fundamental to our success. Trust is not just something we earn from our clients, partners, or staff; it's a quality that permeates every level of our organization—from our internal processes to the relationships we build. Trust is what sets us apart, making Bookmind a preferred partner and a respected leader in the accounting industry.

BOOKMINDERS®

DRIVEN BY EXCELLENCE

Distinguished by Trust

Beyond Words: The Culture Behind the Statement

Excellence is more than an aspiration at Bookminders; it's a measurable standard we've nurtured over the years, validated by staff, clients, and CPA partners. Every aspect of our work is designed to exceed expectations, ensuring that our clients and team members experience the very best we have to offer. In turn, they are driven to achieve a higher level of success than they could have attained on their own.



Similarly, trust is deeply embedded in our organizational DNA. The trust we've built with our clients, partners, and within our own teams has been earned through consistency, transparency, and a genuine commitment to doing what's right. This trust has fueled our reputation, with many of our new opportunities coming through referrals from satisfied clients and partners who have experienced firsthand the difference that Bookminders

makes.

The deep trust our staff has that Bookminders is committed to their personal and professional well-being has allowed us to continually expand our team and earned us recognition as one of the best places to work.

Building on Excellence and Trust: Our Next Chapter

We reflect on the core principles that have guided us—our unwavering commitment to innovation, our dedication to providing timely, accurate, and cost-effective services, the trust we've earned from CPAs, our industry-leading work culture, and now, our purpose statement that embodies excellence and trust. These pillars tell our story, identifying who we are today and propelling us toward new and exciting opportunities.

Bookminders is now ready to take the next step in our evolution. Something big is on the horizon—a new chapter that will expand our impact and bring the Bookminders difference to more individuals than ever before! Stay tuned as we prepare to unveil this exciting news as our **#VisionaryValues** series culminates at the end of September. The journey we've been on together is just the beginning—what's next will take us to even greater heights.

