

# THE 4M VISION

## OUR VALUES

### CUSTOMER INTIMACY

Developing and sustaining relationships by listening, understanding and delivering solutions.

### INTEGRITY

“Right’s right; wrong’s wrong” Mitch Murch, Sr., Founder, as taught to his family and his Team.

### 360° TEAMWORK

Doing whatever it takes to get the job done.

### INNOVATION

Continuously improving and innovating to deliver leading - edge, safe and sustainable service solutions.

**Team Goal 6: Safety**  
ZeroPath: Our Proactive Path Toward Zero Accidents

## OUR GOALS

**Team Goal 1: Sales**  
Greater Than 10% Annual Revenue Growth

**Team Goal 2: Profit**  
Greater Than 1.25% Annual Increase In Pretax Net Income

**Team Goal 3: Customer Service**  
Greater Than 97% Customer Retention

**Team Goal 4: Innovation**  
Constant, Continuous Improvement In Building Solutions

**Team Goal 5: Development**  
Attract, Develop, and Retain World Class Team Members

Meeting Goal Achievement

Approaching Goal Achievement

Not Meeting Goal Achievement

## OUR MISSION

To provide world-class, innovative Building Solutions to world-class partners with energy, enthusiasm and excitement by Team Members who share in the success of 4M.

## OUR VISION

We Are The Absolute Best Building Solutions Partner

