



Core Values

Mission

We empower hard-working people to enjoy the moments that matter most.

Theme

We are simply window cleaners revealing the “Good Life” because we know wealth is more than money.

Culture

Unyielding Integrity

We tell the truth, taking responsibility for our mistakes and failures, and we honor our commitments, even when it is difficult, expensive or inconvenient.

Prioritizing People

We believe that people are our most valuable asset, and we intentionally position team members to work in their area of greatest strength so they can make the greatest level of contribution and experience the highest level of satisfaction.

Infectious Enthusiasm

We believe we work in the best company on the planet! We spontaneously spread that enthusiasm about our company and our brand to each other, our customers, and our audience.

High Leverage

We invest our time, energy, talents, and resources into opportunities with an exponential return on that investment, either measured by money, impact, or both.

Relentless Wow

We create interactions, services, and experiences with an extremely high level of excellence, and attention to detail.

Highly Responsive

We move quickly to accomplish our most important tasks, not getting derailed by procrastination or perfectionism.

Intentional Margin

We're purposeful about giving our team the rest and rejuvenation they need to care for their health, and prioritize their most important relationships, so they can do their best work.

Continuous Growth

We never stop learning, and we do not rest on our laurels. We seek to continually improve us and our services to create more value for our clients and customers.

Extreme Ownership

We own everything in our world to an extreme degree. We take responsibility, not just those tasks which we directly control, but for all those that affect whether or not our mission is successful.