

## BE THERE

“There” is the next destination for us and our customers. By “being there,” we will be proactive and take action to exceed expectations for our customers, our communities, and our shareholders.

## CUSTOMER FIRST

We will put the customer first by making a positive difference. Our customer service will be professional and personalized with an expertise that consistently adds value to help our customers “get there”.

## COMMUNITY FOCUSED

We will be present and engaged by actively supporting and seeking opportunities to improve the quality of life in the communities we serve.


## TEAM DRIVEN

We are empowered to achieve excellence by working together toward a common goal. Our relationships are driven by mutual respect that values every team member for their contribution. We will be guided by our commitment to “The Four Agreements.”

## HAVE FUN

We will thrive in our work and personal lives by taking care of ourselves, our actions and our attitudes and inherently “be there” for our customers. We will smile, laugh often and have fun.

# CORE VALUES



**1st SouthWest  
Bank**

*We Can Help You Get There™*

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