



LAWRENCE RAND

# OUR CULTURE



[lawrence-rand.co.uk](http://lawrence-rand.co.uk)



## IT'S ABOUT PEOPLE OVER PROCESSES.

I want Lawrence Rand to be the best estate agency in London. If you read that statement and thought, 'hmm, bit ambitious,' you might not be the candidate for us.

I'm looking for a team member who sees an aspirational goal and gets excited by it - not intimidated. Someone whose mind starts to whir when they're facing a challenge. Someone who can come to me with a solution, not a problem.

**I'm looking for a winner.**

- Peter Lawrence

A handwritten signature in black ink, appearing to read 'Peter Lawrence'.

## WHY DO WE NEED A CULTURE DOCUMENT?

Culture is what happens in the background. Culture is the routines and behaviours that naturally arise in a workplace. It's the day-to-day habits of a collective.

Company culture can begin to veer off down the wrong path if not clearly defined. Culture should be value-based to keep it strong, focused and on track.

This document is here to present our 'dream culture'. It helps to remind us of how we want to be and how we want to work here at Lawrence Rand. It's a tool to help us better ourselves as a group - and to make sure we attract like-minded people to our dream team.



# OUR VALUES

Before we decide if we'd be the right fit for each other, it helps to define our values. So everyone's on the same page. Our values are essentially what matter most to us. It helps to be reminded of these important principles so we stay true to ourselves.

## What do we value?

### Treat people how you want to be treated

You might remember this phrase from your school days. It's a simple idea that is applicable to all stages of life. It's not just being kind to someone - it's about showing respect to clients and colleagues alike, as well as communicating with empathy.

### Having a winner's mindset

Just like a successful sports team, we have a winner's mindset. This is built on key foundations: growth, embracing discomfort and always being resilient. We value gritty, passionate hard workers. Teammates who don't see failure as an option.

### Invest in relationships and community

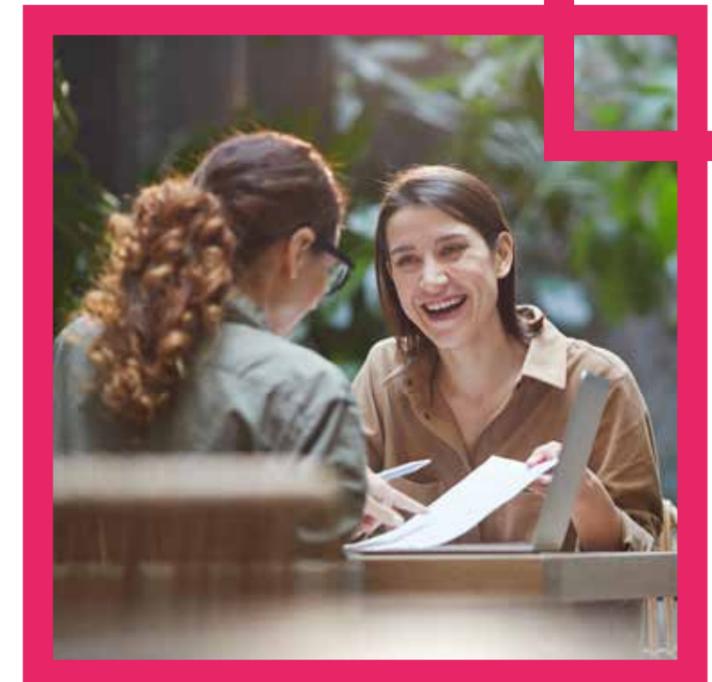
We think of Lawrence Rand as a pillar of the community. We want to positively contribute as much as possible to our surrounding area. We build constructive connections with every client we work with and aim to be their estate agent for life.

### Fail better. Fail forwards.

As a team, we try not to see setbacks as failures, just as learning opportunities. Failing forwards is the concept of viewing mistakes as stepping stones to success. We believe the more you fail, recover and improve, the better you are as a person.

### Serve the client, not the agency

We don't want to be one of those agencies who collapse under the weight of their own ego. We don't want to boast about our awards or gloat about our achievements. We're client serving - that's that. Our mission is to delight our clients, always.



## WHO ARE WE LOOKING FOR?

If you meet our  
criteria, we're  
looking for **you.**

### You're an independent thinker

Our goal is less about managing people, more about inspiring them. When you have a brilliant team, you can foster freedom more and more. We'll value you if you work with initiative, resourcefulness and come to us with solutions, not problems.

### You have integrity

You only say things about fellow employees that you'd say to their face. Having integrity is all about being straight-up and honest. We value honesty a hundred times more than wishy-washy sales talk, or roundabout excuses. Just say it how it is.

### You're high energy

We're a high energy team, with high energy roles. Much of what we do is client-facing, which always requires an upbeat attitude. Having a positive, optimistic outlook is infectious and a guaranteed way to fit right in with the rest of the team.

### You have fun

It's important that we let our hair down. We tend to follow that old adage: work hard, play hard. What's life without rewards? We have annual trips to Vegas and to Ascot as a team and our social life is an important part of our company culture.



# WHAT MAKES LAWRENCE RAND A UNIQUE PLACE TO WORK?

We've spoken a lot about what we want from you. Let's reverse that. Now it's only fair that we talk about what you can expect from us.

## We're candid

We talk to one another in a way that doesn't allow for ambiguity. We're simple, honest, transparent and to the point. Blunt even. We think that a lack of clarity results in poor decision-making and a disconnected team.

## We avoid rules

We don't want our valued team members to be pinned back by too much bureaucracy. Independent decision-making means we can have high-quality team members that we entrust with important choices.

## We like you to take holidays

Get some rest. Recharge. Take that holiday. We know that great performance can't happen if you're burnt out. We also prioritise social outings and trips as a company. That's why our holiday policy is simple. Our policy is - take a holiday.

## We're always learning

Self-improvement. It's our lifeblood. Yes, we might be the type of people who read

books on self-improvement in our spare time - we'll admit it! From fitness to work to downtime, we're never not thinking about how to get better and better.

## We reward quality performance

Recognising talent and effort is at the heart of our company culture. Your output should absolutely match your income. Simply put, we aim high. We pay high. We value talented members of our team.



# WE HIRE FOR POTENTIAL, NOT EXPERIENCE.

In estate agency, it's all about the right attitude. It's a sector that requires get-up-and-go and personal dynamism. It's all about your personality. Sure, experience helps - but your attitude will determine your success in this industry.



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## GET IN TOUCH

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