



Mission, Vision, Values Manifesto



Crafted with  by Lever Talent.

This manifesto exists so that you can...



know there is a solid mission and vision and that leadership is committed to it.



do what is needed to adapt and lead in service of the “big idea” while contributing to the culture.



feel a part of something big (bigger than any one of us) and that is making a difference in the world.

Born from a guarantee.

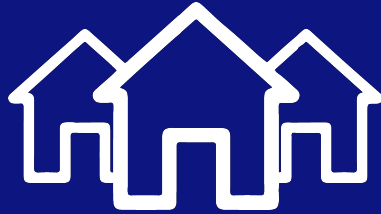


For over 30 years, our company has been committed to providing the best homeowner warranty and services coverage to communities across the US. Our heritage dates back 135 years to brothers John and William Kuhn, who founded the American Water Works & Guarantee Co. on the belief that all households have access to clean, reliable water sources. This belief became their mission and that took the company beyond water to additional warranties and coverage - when our company was born. There is great power in acknowledging our legacy - a true differentiator.

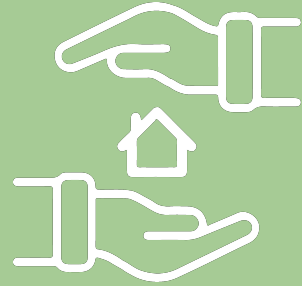
Today we are...



400 + team members
strong.



Serving 1.4 million
homeowners across 43
states in the US.

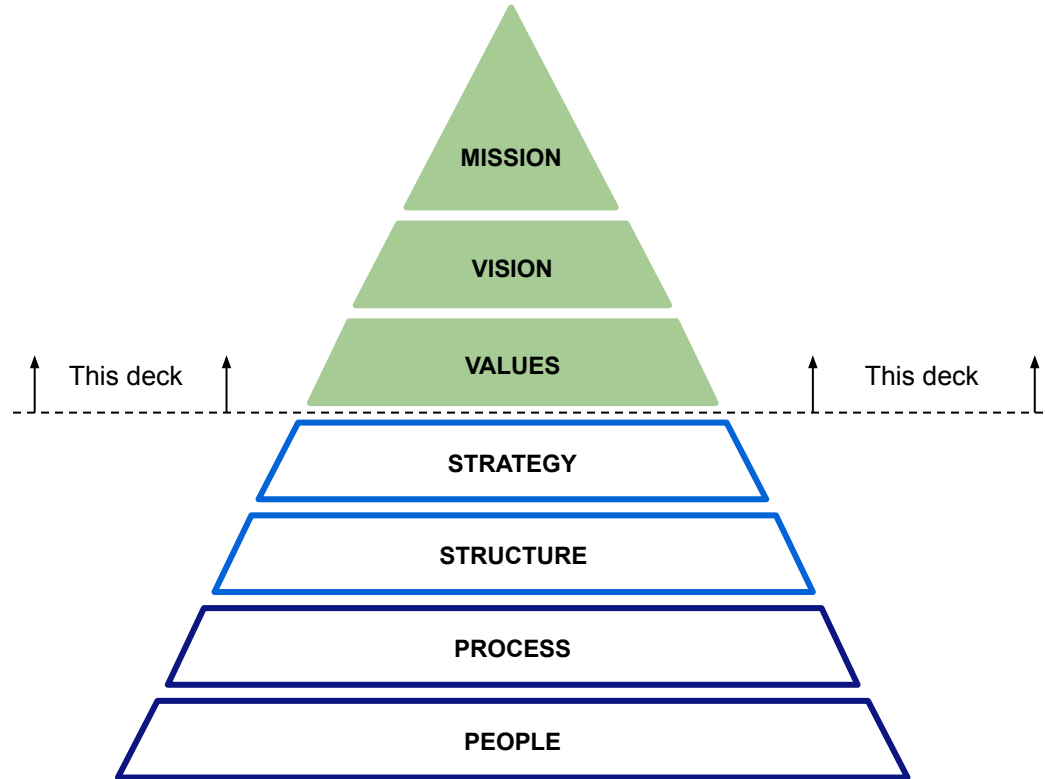


With the most convenient
coverage and home service
network in the industry.

These are our building blocks.



These are our building blocks.



Our mission is to help homeowners navigate the unexpected, reduce costs, and make homeownership enjoyable for all.



Let's make
homeownership
no sweat.



More workers than ever have
set up home offices.

Spending on emergency home
repairs has increased >40%.

68% of homeowners feel
overwhelmed about
maintaining their home.

A group of people, including children and adults, are sitting on a grassy lawn in front of a blue house with white trim. The scene is bright and sunny, with trees in the background. The text is overlaid on a semi-transparent white box.

A look back from the future at the legacy we'll create.

We see a company that made home maintenance and service worry free for millions. It created an industry-first membership model that included warranty coverage and easy access to the most comprehensive service provider network. The company revolutionized the industry by focusing its resources on technological innovation to take a proactive approach to home health check-ups and tune-ups - significantly reducing the cost of annual home repair. It became known for educating underserved communities and empowered them to build. This company made homeservice membership ubiquitous with homeownership.

Simply Covered - essence + purpose

Giving you peace of mind, with protection plans and on-demand services that simply work

Commitments

Deliver on every detail

Design dependable coverage with exceptional value, serviced by experts who thoroughly care for essential systems

Streamline for ease and clarity

Be simple, direct, and transparent so we can move confidently forward

Serve with care and respect

Pair technical expertise with thoughtful service to make everyone feel well protected and warmly served

Personality

We look...

Approachable and warm, reflecting our dedication to your home

Pragmatic and sensible, highlighting only the information that matters

We talk...

Directly and with conviction, relying on your deep experience and expertise

Patiently and understanding for those we serve

We act...

Diligently and meticulously to get it right the first time

By balancing urgency and efficiency with the care it takes to maintain the highest quality



ONCOURSE

Home Solutions

*Home service that keeps
you on track and worry free.*

Our Diversity, Equity, & Inclusion Commitment



We are committed to fostering an environment that embraces diversity in all forms, where everyone feels valued, respected, and supported. Through initiatives on diversity, equity, and inclusion (DEI), we'll instill a sense of belonging - a critical element for business innovation and growth. By focusing DEI efforts on our TALENT, how we conduct BUSINESS and COMMUNITY efforts, we'll create a virtuous circle that lifts underrepresented communities in the markets we serve.

DE&I: Our Calls to Action

Together, we are dedicated to the following actions and their measurement:

TALENT. We are committed to attracting, retaining, and developing diverse talent at every level. We address issues of systemic discrimination and bias through ongoing education, training, and awareness-building initiatives - eliminating barriers and providing equal opportunities for all employees to grow and succeed.

BUSINESS. We are committed to forming business relationships with others who share in our pledge and who mirror the diversity of our employees, partners, customers, and the communities we serve. We will listen and act upon feedback from all stakeholders to continuously improve our DEI efforts.

COMMUNITY. We are committed to investing time and capital in communities where we work and live. We form long-term relationships with organizations and nonprofits that help underrepresented communities. We participate in volunteer and charitable donation efforts aligned with the mission, vision, and values of Oncourse Home Solutions.



Current Thinking

Business isn't sexy

We are a customer service (responsive) focused company. Customers don't know who we are until crisis hits and it's too late to develop rapport.

We've pushed the limit of what's possible.

Implementing new technology is expensive and yields little ROI.

The network contractors don't really need us.

Management is over-simplifying the day-to-day activities.

We're in a world of uncertainty.

New Thinking

Homeowner behavior has evolved so much over the years. The space is prime for innovation!

We have so much to offer in preventative education and service to reduce claims and increase satisfaction. We regularly engage customers with education and content to increase their confidence and provide assurance.

Complacency breeds contempt.

New technology is an upfront investment that requires long-term thinking and adoption buy-in before it's implemented.

Contractors will find it easier to work with Oncourse customers than with other customers.

We strive always to listen and repeat what is heard to ensure clear understanding of issues and activities before providing feedback or initiating changes.

It's in moments of economic uncertainty when the most impactful innovations are made. Let's seize the moment.

What has to change?

We need to lead in market research and innovation.

Shift from responsive problem solver to proactive risk mitigator. We have to spend more time proactively reaching out and speaking to prospects and clients than we do responding.

We need to celebrate ideation and innovation.

We need to become comfortable testing new technology and sharing our failures with others so we can learn, adapt, and evolve.

We have to believe in the value we provide before we expect others to.

We ask more questions than provide answers.

We have to trust each others judgement and positive intent.

**We're like AAA for
homeowners.**





We are Oncourse.

We're innovators, dreamers, problem solvers, and community leaders. Our passion for empowering customers to confidently run their households is what drives us. When our customers need help with home maintenance or repair, we're there. This is what it means to be an Oncourse **Super**. Supers get it done. We sweat homeownership so our don't have to. We view every day as an opportunity to step up, step out, and remind others that we're in this together, to stay on course. That's what it means to lead like a Super.

Hey, Super.

(Yeah, you!)

OUR ONCOURSE

Mission • Vision • Values

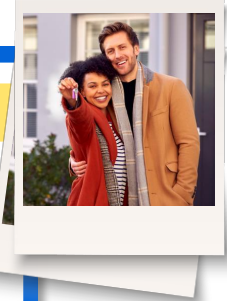


Our Mission

To help homeowners navigate the unexpected, reduce costs, and make homeownership enjoyable for all.

Our Vision

To make our products and services accessible to all by becoming the most forward-thinking and community-driven home solutions organization of the 21st century.



Our Values

When our customers need help with home maintenance or repair, we are there. These are the minimum required behaviors of all SUPERS.

Successful • **U**nited • **P**rogressive • **E**mpathetic •
Reliable

We're **successful.**

We go above and beyond.



SUPER

We're dogged in our pursuit of success and achievement across all aspects of Oncourse. We set our sights high. We plan to exceed the mark and create nothing short of exceptional results and customer solutions. There are no losers, only winners and learners. We always take a beat to celebrate victories, acknowledge fellow Supers, and learn from failures.

We're united.

We win together.



S U P E R

We believe in the power of community, collaboration, and working toward common goals. We value diversity, equity, and inclusion at all levels of Oncourse - creating an environment where all contributions are valued. We go the extra mile to help others succeed and do business with those who mirror the communities represented by our Supers, partners, contractors, and homeowners.

We're progressive.

We lead change.



S U P E R

We are forward-thinkers and innovators who embrace the concept of change or be changed. We pair technical expertise with a bent for exceptional service. We're always searching for better ways to optimize operations and provide more value to our homeowners. We're realists who embrace diverse thoughts and perspectives - allowing us to adapt quickly to tackle challenges or seize opportunities.

We're empathetic.

We dare to care.



SUPER

We strive understand the needs and perspectives of all stakeholders, including employees, homeowners, partners, contractors, and the communities we serve. We are approachable, we actively listen and respond with thoughtful consideration - building relationships based on trust, respect, and understanding.

We're reliable.

We make it happen, always.



SUPER

We bring it every day. We are committed to consistently delivering high-quality, dependable solutions that meet the needs of our homeowners, partners, contractors, and fellow Supers. We take ownership and accountability for our work. We prioritize honesty and transparency in all our interactions - placing a high value on proactive, direct, and simple communication.

How To Be A **SUPER** Leader



Our mission makes us SUPER.

To help homeowners navigate the unexpected, reduce costs, and make homeownership enjoyable for all.

Our vision keeps us Oncourse.

To make our products and services accessible to all by becoming the most forward-thinking and community-driven home solutions organization of the 21st century.

LEAD YOURSELF

LEAD OTHERS



Successful

We go above and beyond.

- Be accountable.
- Ask, "what does success look like?", start at the finish line and work your way back.
- Own your own development plan.

- Set clear expectations and goals.
- Have a bias for action & exceed the mark.
- Ask "how can I help you?" weekly.



United

We win together.

- Stand in solidarity of each other's efforts.
- Speak about your shared mission.
- Misaligned? Commit to speaking up.

- Listen for misalignment & try to understand.
- Lean on transparency above all else.
- Own team adoption of the MVV.



Progressive

We lead change.

- Get excited about new innovations.
- Challenge the status quo.
- Know your craft.

- Know and communicate your business.
- Stay informed of the relevant trends.
- Be the expert of your domain.



Empathetic

We dare to care.

- Start with your own self-awareness.
- Listen, learn, repeat, and practice.
- Ask questions, without answering.

- Understand yourself and others.
- Pause and take a second look.
- Seek diverse perspectives & experience.



Reliable

We make it happen, always.

- Keep open lines of communication.
- Be the first to admit failure.
- Make it clear and simple and do what you say.

- Be ON, be available, be transparent.
- Be accountable for team's performance.
- Celebrate your team's successes.

