

OUR VALUES

sequoia
FINANCIAL GROUP

Sequoia's mission is to become the premier financial services brand in Australia.

To achieve this, we must have core values that is expected from the community that seeks our services.

Our values include:

INTEGRITY

"Do the right thing" We promote honesty and openness in all that we do. Under promise and over deliver.

INCLUSIVE

We are inclusive in our approach and support diverse backgrounds and talents to deliver on our promises.

COLLABORATIVE

We foster an environment of collaboration. We consider other's needs and support a team learning environment.

CLIENT FOCUS

Our customers are our lifeblood and need to be treated with respect. Providing quality advice, products and services that are in the best interest of the client is our priority.

FRIENDLY

Choose positivity, be a doer and show gratitude for those who help us.

INNOVATIVE

Delivery quality and encourage innovation to meet the challenges that stand in the way of excellence.

