



BUILDER

f u n n e l

CORE VALUES

1. Always Be Learning
2. Deliver Positive Customer Experiences
3. Achieve More Together
4. Do the Right Thing
5. Always Be Teaching



ALWAYS BE LEARNING

We promote continuous learning and improvement, both personal and professional.



DELIVER POSITIVE CUSTOMER EXPERIENCES

We are proactive, helpful, enthusiastic, and responsive.

We are creative problem solvers.



ACHIEVE MORE TOGETHER

We work towards a common goal- enthusiastically, encouragingly, patiently. We earn each others trust through diligence and cooperation.



DO THE RIGHT THING

Honesty, integrity, right action.

We are transparent, respectful, and do what we say we'll do.



ALWAYS BE TEACHING

Leaders are teachers, and you learn more by teaching. We teach our clients, our teammates and our partners.



CORE PURPOSE

Reason for Being

Our core purpose at Builder Funnel is to help people grow and become the best version of themselves.



OUR NICHE

We help homebuilders, remodelers, and contractors grow their businesses.



THE BUILDER FUNNEL BRAND

Our brand stands for simplicity, transparency, and results. Builder Funnel customers feel like we are on their side. They appreciate our proactive, responsive approach, and knowing everything is covered from A-Z.

