

CORAL

Home Comfort

HEATING & AIR CONDITIONING

CORE VALUES – HOW WE SHOW UP EVERY DAY

At Coral, there are no titles when it comes to effort, accountability, and pride in the work. We are a team. *We do whatever it takes.* No job is beneath anyone.



We Take Care of People – Always

We put people first—our clients and our team.

Example: Staying late to ensure a client has heat, or prioritizing urgent calls.



We Lead with Integrity – Even When it Costs Us

We do the right thing, not the easy thing.

Example: Recommending a cheaper fix if it's the right solution.



We Communicate Honestly and Clearly

No confusion. Just clear, respectful communication.

Example: Explaining options in plain language.



We Have Each Other's Backs

We win as a team. Nobody gets left behind.

Example: Helping a teammate finish a job.



No Job Is Beneath Anyone

If it needs to be done, we do it.

Example: Anyone stepping in to help, regardless of role.



We Take Pride in Our Work

We don't cut corners.

Example: Clean installs and spotless job sites.



We Show Up and Do the Work

Effort and accountability every day.

Example: Being prepared, on time, and finishing strong.

THE CORAL STANDARD:

No ego. No shortcuts. No excuses. Just a team doing great work together.