

Vision Statement!



Please read our vision statement below.

The foundation of C&F Mortgage Corporation will be built on three quality components:

Quality Service

Quality People

Quality Work Environment

Service -- Our vision is to provide legendary service to all customers, both internal and external. We will be relentless in our efforts to continuously improve our products, processes, and service delivery to create a uniquely satisfying experience for both our customers and employees.

People -- Our vision is to gain a competitive advantage through people. We will attract and retain a work force of highly trained, knowledgeable professionals whose understanding of the mortgage business is unparalleled in the industry. We will develop a work force that is universally zealous in its efforts to provide legendary service and outstanding value; and one in which each employee understands that every communication is a potential sales event.

Environment -- Our vision is to work tirelessly at developing a work environment that is aggressive but controlled, entrepreneurial and flexible yet disciplined, where outstanding efforts are recognized and meritorious results are compensated. We will create a unique environment where discussion, creativity and reasoned disagreement are encouraged. We will create a work place that is technologically efficient and continuously searches for ways to increase efficiency.