

Mission Statement

FirstMark Insurance delivers a world-class customer experience — every client, every interaction.

Guiding Principles



Positive Attitude

We approach every challenge and opportunity with optimism and enthusiasm, inspiring confidence and resilience in our team and clients.



Confidence

We empower employees with training and resources, fostering confidence. For clients, we provide personalized insurance solutions that ensure security and peace of mind.



Pursuit of Excellence

We are dedicated to achieving excellence by setting ambitious standards, continuously improving, and embracing innovation to consistently exceed expectations.



Thoughtful and Kind

We create a supportive, caring environment, valuing respect and empathy to prioritize the well-being of our employees and clients.



Be the Guide

As guides, we lead our clients with clarity, care, and expertise. Every step in their journey with us matters.

Every Client is Important

Treat each client like they are our only client. Everyone deserves respect, attention, and our best effort.

Ritz Carlton staff personally escort guests to their rooms rather than just pointing them to the elevator.

Every Interaction Counts

Each touchpoint is an opportunity to leave a lasting, positive impression. Make it memorable for all the right reasons.

Nordstrom's legendary customer service includes going above and beyond, like helping a customer return tires—even though they don't sell them!

Communicate Clearly

Never assume our clients can read our minds. Explain, confirm, and keep them informed at every stage.

Zappos' customer service representatives provide detailed updates on order status and shipping, ensuring transparency and peace of mind.

Educate and Empower

Share knowledge generously. When our clients understand, they are empowered to make confident decisions.

Apple Store staff patiently explain products and features, empowering customers to make informed choices.