

Our PLATINUM SERVICE® Standards

A life-affirming service offered by THE GOODMAN GROUP.

Providing unparalleled service is the focus of our team efforts and our main personal role. We are committed to following and supporting our service philosophy.



1. I place our residents at the center of everything I do, personalizing my services to meet their preferences.

2. I build lifetime relationships with our residents by creating memorable experiences.

3. I am proactive in my service approach and focus on anticipating the needs and desires of our residents.

4. I take ownership of service excellence and offer solutions to achieve positive results for our residents and fellow employees.

5. I am always considerate and treat residents and fellow employees with dignity and respect.

6. I enjoy what I do. I have a warm, caring and positive attitude that makes our communities great places to live and work.

7. I never say “no” to an opportunity to serve our residents and to improve their living experience.

8. I understand that safety and security is everyone’s responsibility and I ensure that concerns are promptly reported and addressed.

9. I am responsible for always providing a clean, well maintained and pleasant environment for our residents, guests and employees.

10. I follow our appearance and grooming standards to create a positive impression and to support our image.

11. I am prompt and responsive. I complete my commitments with competence, showing my professionalism and dedication.

12. I respond to each resident’s style and cues. I adjust my pace and service delivery accordingly.

13. I play a critical role in reporting and resolving service concerns and promptly follow up to ensure resident satisfaction.

14. I am respectful of our residents’ personal time and privacy. I understand the importance of confidentiality within our community, directing inquiries to management.

15. I understand the importance of proper communication. The words I use in all forms of communication, written, verbal and non-verbal, are aligned with our image.

16. I am always eager to help, stepping out of my primary duties, to assist our residents and fellow employees.

17. I am committed to my ongoing development. Knowledge and skills are essential in creating a great experience for our residents.

18. I am responsible for the quality of the work environment and I am valued when I share ideas, feedback and opinions in a professional manner.

19. I am a leader and I lead by example. I am a good steward of the environment and a role model both at work and in the greater community.

20. I am an ambassador for our company and continually promote our services. I always conduct myself with integrity and uncompromising values.