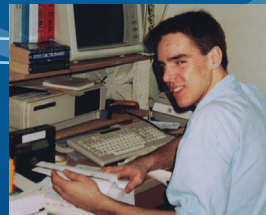


# HAWKSOFT®

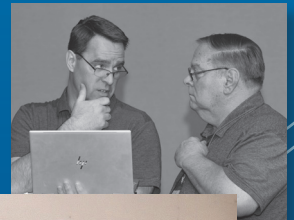
Founded 1995



1984



Today



## A UNIQUE STORY. A unique product.

In 1984, Paul Hawkins and his 9-year-old son, Sean, began programming on a Tandy 1000 they purchased from Radio Shack. Their first programs included a check register, recipe book, and genealogy program. Paul opened his own agency in 1990 where the predecessor of the HawkSoft Client Management System, named PC-Client, was first developed. In 1993, while working for another independent agency in Portland, Oregon, Paul and Sean began development on the HawkSoft Client Management System.

Paul Hawkins recognized the opportunity to apply technology to make insurance workflows more effective. HawkSoft's roots are in challenging the status quo of insurance agency automation with a surprisingly uncommon belief: insurance agents know how to do their jobs better than software developers.

HawkSoft is built around the agent's workflows, not the other way around. We come to work to help agents do quality work more efficiently – not by forcing them to adapt to software, but by ensuring HawkSoft automates the actions that agents already know to work best.

“Dad, some day we are going to have our own business and we are going to call it HawkSoft.”

— Sean Hawkins, 8th Grade

*Insurance agents know how to do their jobs better than software developers.*



## Privately-owned. Accountable to just two stakeholders.

HawkSoft is privately-owned by the same group that founded it in 1995. Unlike companies run by investment groups or large parent organizations, our agenda is driven by our customers. We don't have the overhead that comes with outside stakeholders who demand a steep and quick ROI on the backs of their customers.

HawkSoft is accountable to two types of stakeholders – **employees and customers**. Our purpose is to give independent agencies the knowledge and tools to build their businesses around memorable service and meaningful relationships. Building software and delivering service the delights are simply the tools we use to achieve this.



## Core Values – the essence of who we are

HawkSoft's actions are governed by a set of eight core values established by our executive leadership team and developed from their collective years of life and business experience. These values are used as the checks and balances for decisions made at HawkSoft. If a decision doesn't uphold the standards we have set for ourselves, it isn't a decision we will accept. HawkSoft's core values ensure we don't lose our way as we continue to grow and experience success.

Core Values are written in our employee handbook and on walls on both the first and second floors of HawkSoft's office in Canby, OR. Every new hire with our company meets our board of directors to review the purpose behind our values and why it's critical to our company's future.



*These are not just flowery words to us,  
they're important beliefs woven into the  
fabric of our company and every employee.*

# OUR CORE VALUES



## Do the Right Thing

We conduct ourselves fairly and honestly. We honor our commitments with integrity and respect. Here at HawkSoft, we play by the rules, applying them consistently to ourselves and to others. We hold ourselves accountable, taking responsibility for our actions and decisions.

Ultimately, we do our best to do the right thing. By living this core value, we build positive relationships of trust which are vital to our success.

## Sense of Community

Here at HawkSoft we value family – not only our individual families, but also the HawkSoft family. That family includes co-workers, customers, vendors, and our surrounding communities. Because we recognize that customers and vendors have a hand in our success as much as we have in theirs, we want all our communities to feel the positive impact of being associated with HawkSoft.

We strive to make the work environment a place where groups of people work together to reach shared goals, and our families are valued and celebrated. Simply put, our most valuable assets are the people we surround ourselves with.

## Deliver an Exceptional Experience

We seek to deliver a positive experience to our customers, co-workers, and business partners by focusing on our relationships. Our goal is to provide accurate, timely, and knowledgeable support with empathy, humility, and a focus on empowering the individual. We take the initiative to make things better by taking ownership of our work. HawkSoft has grown by word of mouth because we strive to make every experience an exceptional one.

## Work to Live, Don't Live to Work

HawkSoft measures itself by the success of its employees as well as that of its customers. Recognizing the value of family and the importance of a balanced life, we implement plans and strategies to balance the needs of employees and customers by setting realistic goals and expectations.

We encourage our employees to follow their work schedule, to strengthen their knowledge through education, and to be involved in activities outside of the work place. Happy employees result in happy customers.

## For the Good of All

Decisions that balance everyone's needs will lead to greater benefit for all in the long run. These decisions can only be made through an effective exchange of ideas in an environment of mutual trust, respect, and empathy, which amplifies and transfers our strengths. Through open communication and teamwork we can take advantage of our strengths, overcome limitations, and find solutions for the good of all.

## Focus on the Solution

There will always be new needs to be met, technologies to be used, and opportunities for growth. Our eagerness to welcome and even to seek out change allows us to grow, improve, and stay ahead of our competition.

Our openness to change comes from an optimism that is infectious and fuels others. A positive, enthusiastic, and realistic attitude toward change and improvement will lead us to superior solutions.

There are solutions for every problem, and focusing on the solution moves us to the future. By listening to our stakeholders' real needs and encouraging an exchange of ideas, we find new solutions. Then we will do it all over again when change brings us new challenges.

The real magic is recognizing the possibilities and turning a challenge into an opportunity by focusing on the solution.

## Growth

It is only by continuing to strive to be better in our personal and professional lives that we grow as individuals and team members. We focus on the future and seek opportunities to achieve our goals through education, mentorship, and new experiences. HawkSoft believes in seeking out and providing growth opportunities to each member of our family to help them achieve their goals.

## Attitude of Gratitude

We make a habit of expressing our gratefulness to customers, employees, partners, and colleagues in all of our relationships. Viewing our lives through the lens of gratitude allows us to be humble and recognize the tangible and sometimes invisible contributions of the countless people who have positioned us on the path for personal and professional success. The work we engage today and accomplishments we are able to achieve are built upon the foundations that these people have laid for us.

We view people and opportunities with an attitude of gratitude.



Pictured above, from left: Jason Hansen, Heather Hansen, Paul Hawkins, Carol Hawkins, Sean Hawkins

“We are proud to be a family-owned business in a family-centric industry that protects American families and businesses.”

— Paul Hawkins  
CEO & Co-Founder