



How We Work

A Guide to Our Company Culture





Culture is our secret weapon

We believe that startup culture goes beyond kombucha on tap and ping pong tables (though we do have both), or even amazing benefits and 401Ks.

In reality, most of what drives our culture is invisible.



Culture is a shared expression of our community at work.

When we share values, we work together to achieve goals. The connections that form then become part of our sense of self.

It's a combination of the following:

- What do our team members value?
- How do they work?
- How do they treat each other?
- How do people get things done?

We've built a strong company with a unique culture. This is our best attempt at describing it.



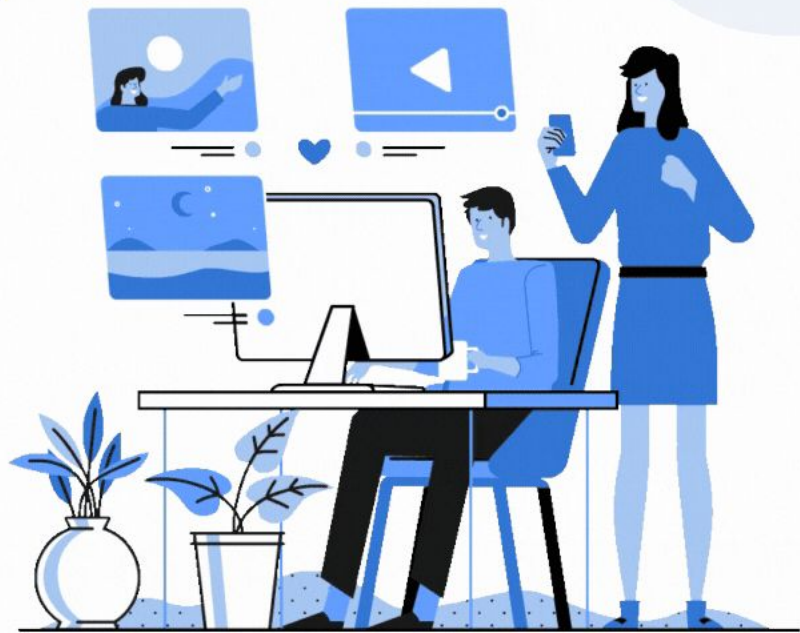
We are delightfully weird.

Our company mascot is a half-unicorn, half-pig named Sir Hamlet Acorn Magic. That tells you a lot of what you need to know - we're goofy, we don't take ourselves too seriously, and we love puns.



Our mission is to make buying and selling a home a truly delightful experience.

We devote a lot of urgent, heart-filled, roll-up-your-sleeves work to accomplish this goal, which is why we've developed a formula to showcase what is most important to us.



We have a deep understanding of our purpose and values.



01

Ethics

We stay true to our soul and never compromise our personal values. Every single team member is expected to speak up if they don't ethically agree with something that is taking place.

02

Culture

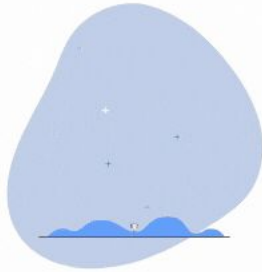
We invest in our culture and understand the power of building relationships. The subculture in each department is incredibly strong - this is where the work gets done and we make it fun!

03

Performance

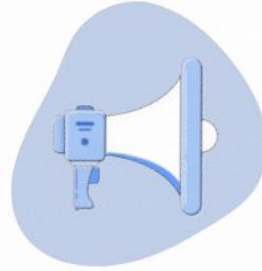
We don't have set work hours - we do what it takes to get the job done, because we all have an entrepreneurial spirit inside of us. It doesn't matter how long you've been with the company, we measure success based on results - always.

This formula has been the foundation for our success.



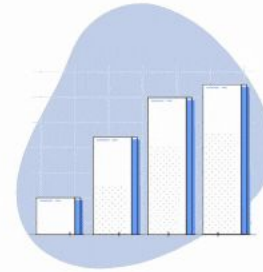
Ethics

250,000 real estate agents
(25% of agents nationwide)
trust our technology



Culture

Our adaptability, ingenuity,
and positivity keeps us
afloat when our backs are
against the wall



Performance

We will reach profitability in
2020 despite hardships caused
by COVID-19, without having to
downsize any of our team

We give each other the benefit of the doubt by approaching every interaction, project, and challenge with the assumption that you have good intentions and want what's best for the company.



Our team is our culture.

So here's what they had to say about working here.



Our goal for you at ListReports?

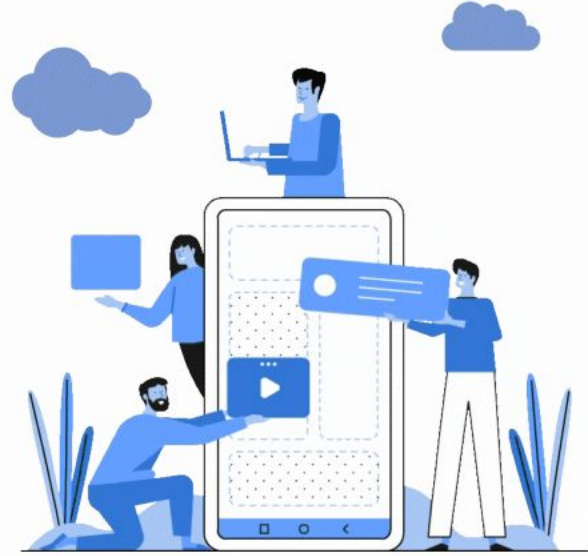
To become the best version of yourself.



We elevate the human being.



We help people figure out their superpowers and give them the chance to truly shine by doing what they're best at.



As a team, we step in and cover for each other's kryptonite, because we understand that not everyone can be good at everything.

We take care of people.

Deeply committed to the people who call ListReports home, we pick people up when they're down – if they are struggling outside of “work,” we do whatever we can to help them.



We are very serious about the quality of people that we bring onto our team.

- You can't just be a tremendous talent, you have to also be an exceptional human being who will add something to our culture
- We grant our team the trust they need to make decisions and provide value quickly
- People need breaks to recharge, new experiences to be inspired, and travel to fuel the soul – that's why our flexible time off program provides you the freedom to do what's best for you



Feel free to ask us in the interview process more about this – we're happy to share with you! This is so different from the way that most businesses operate that most people don't believe it until they join us and see it for themselves.

We are a "work from anywhere" (WFA) company.

In times of hardship, great opportunities are born.

COVID-19 helped us realize that our in-office culture wasn't essential to our success, so we decided to be a champion for allowing our team the freedom to carve out a life they truly love.

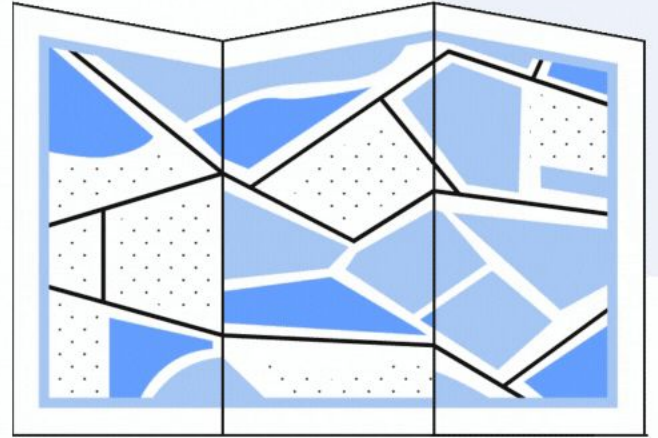


What does "work from anywhere" mean?

It means we don't care where you work from – we just hope it's a place that brings you joy.

You can work from home, from our office in Orange (CA), a hotel room, or even an RV traveling across the US.

As long as you have a strong WiFi signal, you're good!



How do we make work from anywhere work?



While there are amazing benefits to WFA, we're also committed to putting in the extra effort needed to build trust and relationships virtually.



Our "remote-first" mentality means we operate like a remote company even though some people work in our office.



Our programs focus on bringing connection and camaraderie into the work experience so you never feel alone.

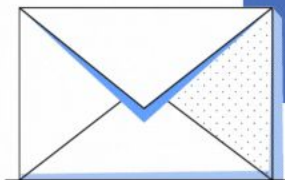


We don't do things halfway. Everyone joins meetings from their individual devices, no matter where they are.

Keep it casual. We don't mind if you're not dressed up, aren't wearing make up, or if your pets or kids want to say hello!



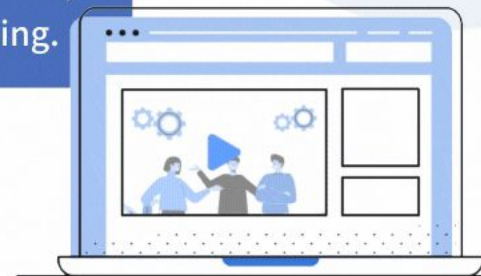
Set work hours are so "not us," but we do ask our team to be available for important meetings on a Pacific time zone schedule.



You could say we're a little Slack-happy. In fact, most of our team only checks their email once a day.

No need to keep your camera on for an entire meeting. Feel free to turn it off to eat, stretch, or when listening.

Heads-down time is important. Turn off notifications when focusing on a project. Lightning-fast responses are not required.



We are committed to ultra-learning.

Ultra-learning is a mindset of "knowledge is best when shared." Our restless urgency to learn as much about our customers as possible enables us to better delight and serve them.

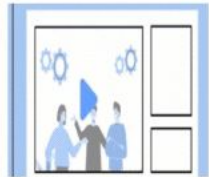
Important learnings from customers (existing and potential) are shared with the entire company via our #ilearned Slack channel.



We prefer to access information ourselves, which is why we actively and aggressively use our intranet system to centralize and share information.



We use more decks than process documents. Every deck is built with the goal that if someone found it on the intranet, they should be able to understand it.



Our "Sir Hamlet's Bootcamp" onboarding program is intense and amazing, providing a true deep dive into both our company and product so you can start adding value quickly.

We believe in transparency and honesty.

- Our Team Huddles each Tuesday are fun and high energy all-company meetings where we share information about our strategy, products, revenue, industry, and the world
- Asking questions is encouraged, and our team always makes an effort to answer them
- We highlight and share moments where we get super positive feedback from customers with the whole company in our **#idelighted** Slack channel
- Every team member submits their Top 3/Bottom 3 things that happened each week. As an exercise in reflection, submissions from the exec team are viewable by everyone in the company to provide insight on where their head is at and see what they're excited about
- We recognize that transparency and honesty can be intimidating, but we empower people to disagree with their manager, the CEO, or with anyone, frankly – disagreement breeds better results, we know this and embrace it



We encourage our team members to be their authentic selves.

- Our team is delightfully weird – each of us acts and thinks in different ways. In fact, that’s one of the things we value most – we don’t want cookie-cutter people who all act and think the same way, and evaluate every person who might join our team by thinking about the value they will add
- There's no "cool" kids here, and we like it that way. Full of funny quirks and an aversion to boredom, we don't do giant egos – no drama kings or queens, please.
- Our community groups include Ladies of ListReports, Black Lives Matter, and LGBTQIA+ allies.
- To help us get to know you, every new teammate shares an All About Me presentation with the company.
- Speaking up is highly encouraged. If you have an idea, see an area of weakness, or notice something that could be done better, say something. This isn't an ask - it's a requirement. We are all owners in this company, so it's our responsibility to help it succeed.



We deeply enjoy each others company.

Extracurricular ultra-learning activities are optional, as we understand not everyone has the availability or desire to attend every event.



Our Fireside chats held every weekday are a fun way to connect with each other. The content varies widely, covering everything from game shows and debates to group discussions about company priorities.

Weekly Friday game nights are perfect for competitive types (virtual poker and Codenames are team favorites).



Monthly Nerd Nite events allow our team members to share 20-minute presentations on something they geek out about (hobbies, interests, and fascinations welcome!)

We know that the world is bigger than us.



Volunteer

We prioritize giving back to our communities by spending quality time supporting local organizations through off-site service trips.



Events

Every year, we host and participate in events for non-profits in our space and in support of causes that are close to our hearts.

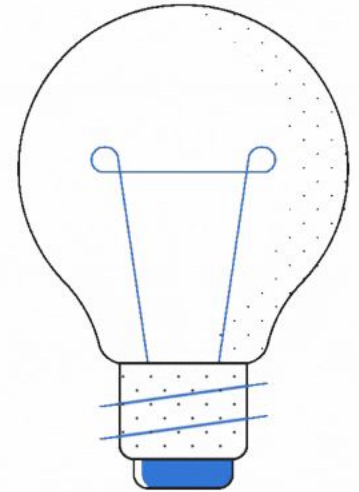


Pay it Forward

Donating money from our profits and using our product to champion important fundraisers when needed is our way of showing gratitude and paying our success forward.

We're dedicated to helping create a bright future.

- Our growth-oriented Internship Program sets our interns up for success
- Development workshops and direct mentorship from top executives empower you to discover your superpower and achieve your full potential both here at ListReports, and beyond
- We are proud of our collaborative culture that is pervasive throughout every step of an employee's journey, meaning that you're never "just an intern", but a vital member of our team
- All ListReports internships are paid opportunities, and because we believe your education comes first, we offer flexible work hours that complement your class schedule
- By working hard together in a casual yet fast-paced environment, we solve problems for others while building our own dreams



We realize that our culture is what we make it.

- Out of respect for each other's time, every meeting is required to have a clear purpose. Meetings without a "why" get declined.
- Work hard, but celebrate when warranted. You'll spot company milestone stickers on our team's computers & waterbottles – our way of making those feel-good moments live on forever.
- To start out the week on a positive note, every Monday starts with team members sharing what they are grateful for on Slack



We show our appreciation.

To make sure our people feel valued and loved, you can shoutout fellow team members for demonstrating one of our values in action, or highlight personal milestones (birthdays, work anniversaries, and more) through a platform called Motivosity.



Hannah Jones

Recognized for "Self-improvement" by Trevor Carlston

For helping me prepare to become an AE. You took time out of your day to help me practice to get to the point I could run my own demos when needed. I truly appreciate your help, giving me feedback on what to improve on, and techniques that help get LOs across the line. You rock and appreciate everything you did to help me! Swig on me!



Ryan Terrigno, Linda Kim

Recognized by Randy Shiozaki

For being my unconditional rocks. For saying yes with a smile to a three hour meeting after a long day. For doing anything and everything for the success of this company. For embodying everything we believe in at ListReports. Thank you.



David Elkins, Nick Guardino, David Wysocki, Eva Morrison

Recognized for "Resourcefulness" by Sterling Beck



Only a dream team could go about getting the robin self checkout across the finish line in such a tight schedule. Really appreciate the late nights, early mornings, initiative in tackling all sorts of technical challenges, and the speed at which issues were resolved. Thank you all.



Jon Cox

Recognized for "Collaboration" by Darin Burton

I appreciate you for having my back and stepping in for me when needed, this past week, so I could take care of mom. I'm beyond what words can ever express about how much I value our friendship, and I'm extremely grateful that we get to ride the ListReports-Robin-Rocketship together, brother!!

We connect in creative ways.

Our "mates" program encourages team members to sync up with each other over lunch, coffee, a beer, or any other creative way to connect. We're only as strong as our relationships with each other, which is why every team member has a mates at least once a week (but can have as many as they have time for)!



Darin 12:40 PM

What a great "That's-right-we-were-in-the-Marching-BandMates" with @Jules!!! We were having such a great conversation that we lost track of time... Topics covered everything from the great friends & memories we made from the marching band, to our love of the water (ocean & lake, with the lake edging out for the potential "move to" location)...The business of education in America... and, of course, our excitement of Robin! Could have easily spent another 30-45mins, so I'm looking forward to our next 'mates!

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esther 5:03 PM

I was finally able to have coffeemates with @Suan and guys, it was an *adventure*. Topics included the best way to determine what movies to watch, (ask her about this), how language is a reflection of culture, (and how strange and funny it can be because of it), and the next level of tiger moms. I didn't even realize we had gone over our time because I was laughing so hard. #noregrets 💕 (edited)

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At the end of the day, we want to build a
company we feel good about. ✨

We want to look back on this as one of the best experiences of our lives. It takes work, but it's the kind of work that brings us joy and that we look forward to in the morning.
And luckily, it requires all of us.



✨ We make buying and selling a home a truly delightful experience.
We are ListReports.

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