Tenured employees receive ample opportunities to learn more, advance their career, and give back by participating in any number of charitable events the company sponsors in the local community.

There’s something else Middleman tries to do consistently: treat people right. To do that, you have to start by thinking about them. Before making any decision, he considers how his actions will affect the people he serves—his customers and his employees. “If you are not thinking about someone, it is hard to do a good job at treating them right. Being conscientious is a big part of it,” he explains. “It is also important to recognize people’s work. I don’t think I have ever addressed a group of people in our business and not thanked them.”

Over the last three decades, the Freedom Mortgage team has proven its ability to succeed in all sorts of economic climates. It knows how to anticipate change and how to make smart decisions that reflect future market trends. Without this ability, it wouldn’t be one of the country’s top 10 mortgage lenders. But that is not the whole story. Middleman knows his comfort with change is complemented by his championing of consistency: consistent values, a consistent client base, and a consistent team.

DELIBERATE DECISION-MAKING

Middleman also emphasizes retention in the workplace. Many team members have been there for 15, 20, or even 25 years. Middleman works hard to maintain an exciting company culture—one in which people see the benefits of longevity. At Freedom Mortgage, those benefits extend beyond compensation.