

Ruckel Properties Philosophy

Vision Statement

Ruckel Properties, Inc. will continue to strive to be the premier real estate, development, and personal services company in Northwest Florida.

Mission Statement

Ruckel Properties, Inc. is a real estate development and personal services company that continues a heritage of service to Northwest Florida that began in 1922. The company strives to improve the quality of life in the community. Services provided include residential and commercial development, sales and leasing and personal cemetery and funeral services as well as Ruckel Airfield; a limited use grass airstrip.

Guiding Principles

The owners and employees of Ruckel Properties, Inc. conduct business according to the following principles:

- Honesty, integrity, fairness, and trust
- Compassion and caring
- Heritage of community service and development
- Responsible, profitable business practices
- Service to all owners, employees, customers, and the general public
- Continual improvement of the quality of life in our community
- Pride in our company, employees, and community
- Good stewardship of our natural, community, and company resources
- Community Service and public awareness
- Customer service that is dependable and reliable
- Quality products and services
- Dedication and teamwork
- Effective communication with all owners, employees, customers, and the general public
- Promptness, positive attitudes, and professionalism
- Knowledgeable employees