

Michigan Trust

Subject: Expectations: care, clarity, and follow-through

From: Eric Ruth

To: The Michigan Trust team

Date: September 5, 2026

Team,

Every family brings a different story and a full life to our door. Our job is to understand what matters to them, explain their choices, and help them take the next step with confidence.

Choose character and capability together: kindness, sound judgment, attention to detail, and a real desire to help. Bring different strengths, keep learning, and ask for help when the work needs another set of eyes.

Listen before recommending. Ask thoughtful questions, confirm important facts, and explain the reasons behind a recommendation in plain language. Make room for a client to ask the same question again.

Make the process manageable. Respect each family's time, circumstances, beliefs, and comfort. Be warm and approachable while keeping the care and professional judgment this work requires.

Check the details. Record decisions clearly, review the work carefully, and explain what remains uncertain. Never let an assumption stand in for a question we should ask.

Own mistakes openly. Speak up, correct the issue, explain what it means, and learn from it. Support one another in doing the right thing for the client.

Protect private information. Use the right channels and confirm permission before involving family members or outside advisors.

Finish and follow through. Keep the next task, its owner, and its status clear. An approved draft is not the same as completed signing, and submitted paperwork is not the same as a confirmed asset change.

Be someone people are glad to hear from. Protect the standard, and take care of the family in front of you.

ER