

Why does Southwestern Family of Companies exist?

Why is our goal to be the largest and most impactful private company in the world?

Why does any of this matter?

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Since 1855, Southwestern Family of Companies has been guided by principles built on the foundation of truth. These principles have shined a light on the path often surrounded by darkness and showed us the way through the Civil War, the Great Depression, many recessions, and both World Wars.

Over the past 160+ years, we have stayed true to our mission of building people and serving our communities worldwide by helping people reach their goals in life.

Today, we find ourselves in a world focused on building walls instead of bridges. Many people are more focused on fame and fortune than inspiring kindness and filling needs. Some companies create products that harm instead of services that help. Lots of people get distracted by divisiveness rather than committing to unity.

Our diverse family of companies has one immensely unifying gravitational force: We exist to help our customers, clients, and team members achieve their goals in life. Our products and services are what people truly need, and they deliver the benefits they promise.

Our team members operate based on principles and not from self-centered motives. Southwestern Family of Companies continues to innovate and will grow at 26% per year and add 5 new businesses per year for the next 30 years.

This is important because throughout history, small groups of like-minded people have positively impacted the world. We only get one life to make a difference. What we do with our lives matters. We are created to serve, support, and help.

160 years from now, we will have made a difference in the trajectory of the world by choosing to align our vision and values in the service of others and live by the right principles focused on helping people.

