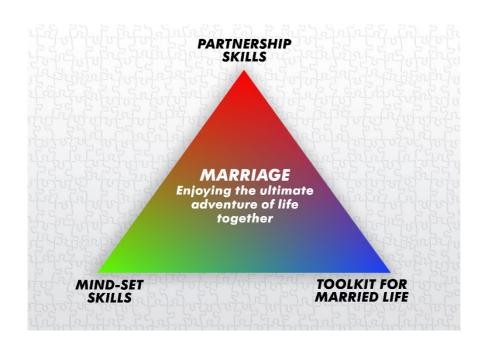


The 7 reasons our clients see *Stephen van Basten* as the **number-one** wedding officiant and marriage coach

- 1. Proven, unique methodology which ensures a perfect ceremony every time
- 2. 12 step-by-step process is highly organised and incredibly informative giving couples the peace of mind they need to entrust us with their special day
- 3. Twenty years of experience and constant refinement which caters for every eventuality
- 4. Non-Denominational perspective which accommodates all Spiritual and Religious requirements
- 5. Each event is tailored to the couples specific needs giving it a warm and personal touch
- 6. A selection of world class programs that every couple has access to which will create the mind-set required for a successful, long-lasting, fulfilling marriage
- 7. More than **just** a supplier, forming relationships with couples to enhance their wedding ceremony and ongoing marriage



Vision Statement:

- We impact the social landscape of South Africa by assisting thousands of couples to create extraordinary marriages.
- Our work with couples here in South Africa sets new global standards for other societies around the world.
- The enhanced marriages we help to create, have a knock on effect on our couples achievements and successes in all areas of their lives for generations to come.

Mission Statement:

- As a team we are committed to teaching the latest and best relationship enhancing information and creating extraordinary marriages.
- We are passionate about successful marriages and facilitating long lasting fulfilling relationships.
- We address both the inner and outer game of life and marriage to create a mindset for success.

Value Proposition:

- We deliver world class marriage seminars that creating the necessary mind-set for long lasting, fulfilling and extraordinary marriages
- We develop lifetime relationships with our couples, inspiring and encouraging them as we take the journey of life and marriage together

Our clients are:

- Open minded
- Well organised
- Love learning
- Love to have fun together
- Love to experience new things together
- See each other as best friends
- See their marriage as sharing the adventure of LIFE together
- Are committed to enjoy the entire journey together, through thick and thin
- Appreciate the importance of constantly improving their marriages
- Are fully committed to making it work, no matter what
- Are willing to learn from others
- See us as more than just a supplier and want to form a relationship with us in order to enhance their wedding ceremony and marriage

Values:

- We stand for coaching that creates extraordinary marriages
- We believe that even the most amazing relationship can be enhanced
- We believe that with the right guidance, any marriage can be extraordinary
- We believe that any relationship can be saved
- We believe that more focus is required to stay married than to get married
- We are professional, organised, interesting and lots of fun
- We believe that professional coaching and mentoring is the key to success in all areas of life including marriage
- We are a professional, caring, pragmatic, customer centric, Marriage Seminar organisation
- We travel to the most beautiful places, learn from the best minds in the world and translate that knowledge into relationship enhancing tools for our couples