

# 14 WAYS TO BUILD TRUST

1. Be straight with people. Tell it like it is.
2. Don't be afraid to present bad news. It's worse to sweep it under the rug.
3. Remain calm, cool and collected during difficult times.
4. Present both sides of an issue. (Let them judge for themselves.)
5. Be a good listener.
6. Disclose potential conflicts of interest.
7. Even a tiny exaggeration can destroy your credibility.
8. Always tell the truth or the truth will tell on you.
9. Your actions "off-stage" (like at an office party or on Facebook) impact your trust and credibility.
10. "Everybody does it" is a poor excuse for doing it yourself.
11. Learn how to disagree without being disagreeable.
12. Repeating a rumour is as vicious as starting one.
13. People will test you in small ways before trusting you outright.
14. The only thing worse than talking about others is talking about yourself.

## Compliments Of:

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