

TRUST BUILDER

Earn Trust by Becoming the Real Estate Agent People Recommend



THE OPPORTUNITY

Homeowners don't choose an agent because of one mailing or one post. They choose the agent who feels familiar, credible, and dependable.

Trust is built over time. You can start right now.

THIS GUIDE WILL HELP YOU:

- Deliver value that builds confidence.
- Strengthen credibility and relationships.
- Stay top-of-mind when it's time to move.
- Earn more referrals and repeat business.

LEARN THE **TRUST**

Pyramid

Trust is the middle of the journey — not the beginning. Each level builds on the one below it.

RELATIONSHIPS

They feel connected to you.

REFERRALS

They recommend you with confidence.

TRUST

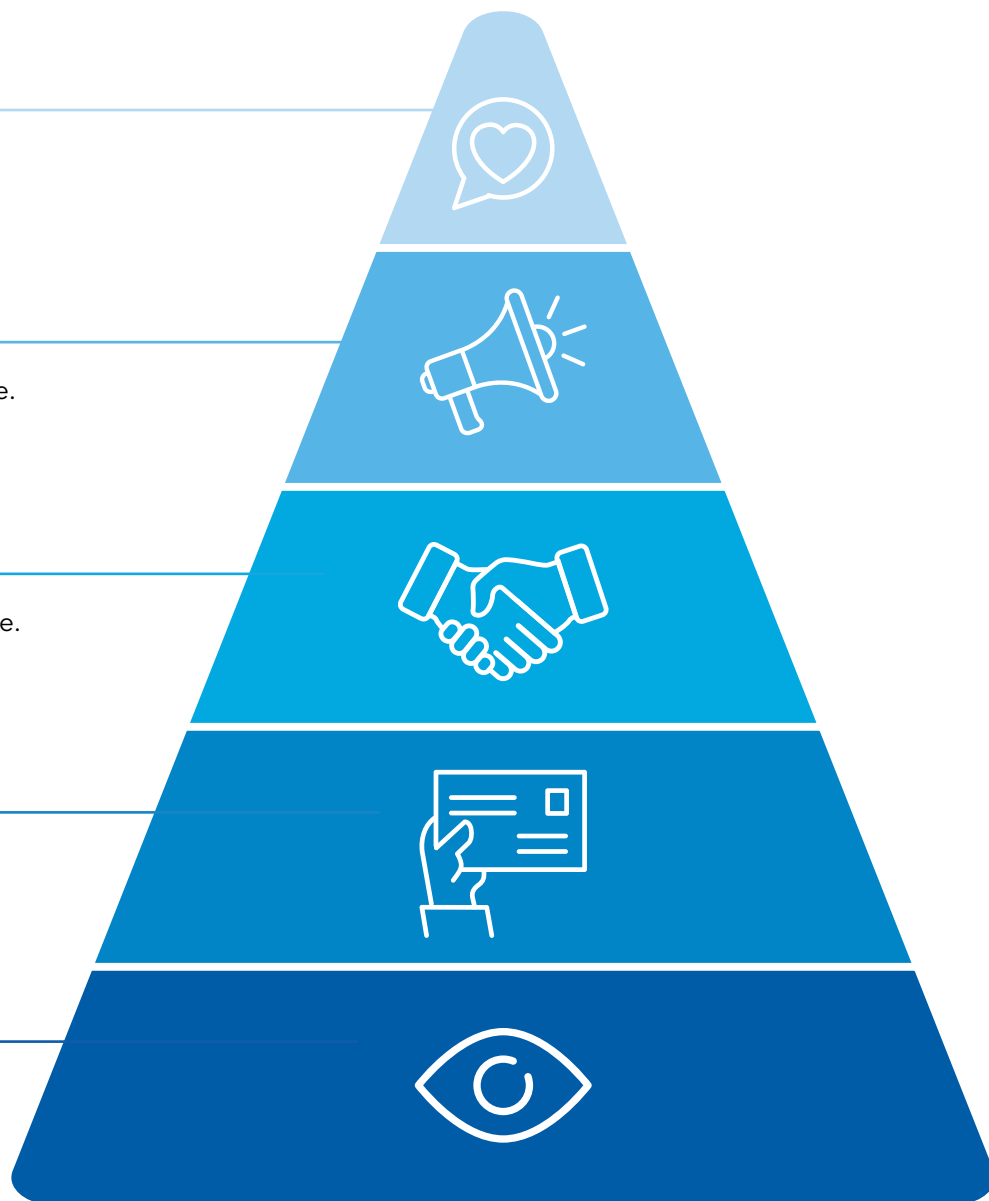
They believe in you and your expertise.

RECOGNITION

They remember your name.

VISIBILITY

They see you consistently.



You can't earn trust if you're not visible. You can't earn relationships if you haven't built trust.

Key takeaway — Trust is built through consistent value, helpful communication, and keeping your promises.

SELF-ASSESSMENT

1. HOW ARE HOMEOWNERS EXPERIENCING YOU TODAY?

Rate yourself from 1 (Needs Work) to 5 (Excellent) on helpful information, education, consistent contact, community knowledge, responsiveness, problem-solving, promises, ease of working together, client care, and exceptional service.

	1	2	3	4	5
Provide helpful, useful information	☐	☐	☐	☐	☐
Educate rather than just promote	☐	☐	☐	☐	☐
Stay in touch consistently	☐	☐	☐	☐	☐
Understand my community	☐	☐	☐	☐	☐
Respond quickly	☐	☐	☐	☐	☐
Listen and solve problems	☐	☐	☐	☐	☐
Keep my promises	☐	☐	☐	☐	☐
Make it easy to work with me	☐	☐	☐	☐	☐
Show I care about my clients	☐	☐	☐	☐	☐
Deliver exceptional service	☐	☐	☐	☐	☐

2. WHICH AREA IS YOUR BIGGEST STRENGTH?

3. WHICH AREA NEEDS THE MOST IMPROVEMENT?

4. WHAT IS ONE SPECIFIC WAY YOU CAN PROVIDE MORE VALUE?

5. WHAT IS ONE PROMISE YOU NEED TO KEEP CONSISTENTLY?

Homeowners trust agents who consistently provide value, communicate clearly, and deliver on their word.

PLANNING **WORKSHEET**

Build Your Trust Plan

List practical actions you will take to build trust and provide value every month.

THREE WAYS I WILL EDUCATE HOMEOWNERS:

1

2

3

THREE WAYS I WILL PROVIDE VALUE:

1

2

3

THREE REASONS SOMEONE SHOULD RECOMMEND ME:

1

2

3

I WILL DO THIS ONE TRUST-BUILDING HABIT EVERY MONTH:

Commitment

Trust is built in small moments, repeated consistently. This plan is my commitment to long-term results.

Trust isn't created
at the listing
appointment.
It's created **long
before** that
moment arrives.

- ✓ When homeowners trust you, they choose you.
- ✓ When they're happy, they refer you.
- ✓ When they refer you, your business **grows stronger**.

Your next step:
Choose one action
from your Trust
Plan and schedule
it this week.



ABOUT **THE PERSONAL MARKETING COMPANY**

At TPMCO, our role isn't simply printing postcards. We help real estate professionals build marketing systems they can actually sustain — combining direct mail and digital strategies that create visibility, build trust, and generate more opportunities. We're with you every step of the way.

THE *Personal*
MARKETING CO.

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