

WE *ARE* PRIMERUS™ *Integrity*

As one of the Six Pillars of Primerus™, the concept of integrity is the link between honesty and trust that is at the heart of every meaningful relationship on a personal and professional level.

In essence, integrity serves as our moral compass to do what is right and to reject that which is wrong, regardless of the consequences that are attached to such decisions.

The word takes on added meaning in the legal profession, where honesty, reliability, loyalty, and good judgment are character traits especially valued in developing trust.

Becoming trustworthy, of course, is a long-term proposition, earned by repeatedly delivering on your good deeds and forthright actions. It is framed within the context of communicating openly and honestly, and by displaying a willingness and desire to stand up for the truth whatever the cost.

And, as has been often said, “trust takes years to build, seconds to break, and forever to repair.”

The same can be said of integrity, which forever will be the benchmark of those whose character and behavior are above reproach.