



Buffett Built His Fortune on Trust

Selena Maranjian

May 25, 2010

Investments you can rely on

Trust is a double-edged sword. It can inspire hard-working managers and loyal customers when gained -- or threaten to destroy a business when lost. For decades, Japanese cars were considered more reliable than American cars, even as U.S. automakers improved their product quality. Now, as **Toyota** (NYSE: [TM](#)) faces the biggest threat to its reputation in its history, import-wary consumers have given **Ford** (NYSE: [F](#)) and other U.S. automakers an opportunity to regain their lost market share.

As you seek [great investments for your portfolio](#), well-trusted companies provide an excellent place to start. *Forbes* magazine recently worked with the folks at Audit Integrity to find the 100 "most trustworthy" companies that "have consistently demonstrated transparent and conservative accounting practices and solid corporate governance and management."

I've singled out a few trusty picks from *Forbes'* list, along with additional factors that make them appealing investments.

- **Fluor** (NYSE: [FLR](#)) is an engineering company primed to profit as our global economy rights itself. It's a key player in infrastructure, and has won several lucrative contracts in recent months, especially in Australia's mining industry. More importantly, the company enjoys a sterling reputation as one of the safest companies in its industry.
- **Lowe's** (NYSE: [LOW](#)) is another cyclical company, likely to get a big boost from an economic turnaround. Its 1.5% dividend yield might not be the most attractive right now, but the company has hiked its dividend aggressively in recent years.
- **Under Armour** (NYSE: [UA](#)) is a growth machine with a strong brand in performance apparel. It's likely to build on its strong growth record as it ramps up its expansion in the performance shoe segment.

To read the entire article, visit <http://www.fool.com/investing/general/2010/05/25/buffett-built-his-fortune-on-trust.aspx>