



TRICORP  
A GLOBAL REAL ESTATE MARKETING COMPANY

## PRESS RELEASE

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#### **Innovative Real Estate Plan Puts More Power in the Hands of Builders** *Real Estate Visionary Bucks Traditional Practice to Bring Promising Plan to Marketplace*

HOUSTON -- Taking an unconventional approach to new home sales, a leader in the Texas real estate market and his business partners open new doors for homebuilders and realtors alike, with a unique commission structure and marketing strategy.

By restructuring the commission disbursement of top performing RE/MAX agents throughout Texas and a shared listings concept, builders of new homes now have access to a network of sales professionals with greater incentive to sell their homes. Builders also have unlimited access to market data and promotional material, further reducing overhead costs and advertising expense.

This first of its kind marketing plan is managed through the global real estate marketing company Triangle Connection International Inc., TRICORP, a company founded by former CEO and owner of RE/MAX of Texas Frank DeCicco and business partners Philip Bryant and Dan Carlisle. After a lifelong career in real estate and vision to maximize resources for greater business success, DeCicco developed a strategy designed specifically for builders and developers of new homes.

"We saw an opportunity to improve business for both realtors as well as the builders of new home construction when we approached the commission structure differently than was traditionally done," said Frank DeCicco, CEO of TRICORP International.

"By allowing a network of over 2500 of the very best 'hand picked' realtors the opportunity to sell the new homes of participating builders at a more lucrative commission for themselves as well as their office, there is increased team support and a more aggressive effort. This, in turn, accelerates the cycle of build-market-close-build again, allowing builders to see a faster return on their investment and begin their next project more quickly," continued DeCicco.

For a commission just slightly higher than what is currently paid to a single realtor, TRICORP listed properties become the top "selling priority" for a network of RE/MAX agents and marketing professionals in Texas, who provide qualified and ready buyers and ensure shorter time on the market. A faster sale increases a builder's earning potential, while saving thousands of dollars in marketing costs and high inventory.

"Basically, the program enables builders to do what they do best, that is build. While we do what we do best, which is sell," added DeCicco.

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