

Greater Houston Edition

Builder/Architect

A photograph of a modern residential building. The building features a light-colored stucco facade with several tall, narrow vertical windows. A stone wall in the foreground serves as a base for a sign that reads "TRICON". The stone wall is constructed from stacked, irregular stones. In front of the stone wall is a planter box filled with yellow and purple flowers. The building has a dark wooden double door on the left side. The overall scene is well-lit, suggesting a sunny day.

TRICON

**Tricon Residential
Construction & Design**

Builds Success with Fascinating Architectural
Concepts, Superb Floor Designs

Tricon Residential Construction & Design

Builds Success with Fascinating Architectural Concepts, Superb Floor Designs

By Ronald Boyce Walker

Tricon Residential Construction & Design brings together the talents of brothers Tristan and Jose Miguel Berlanga. Each skilled in particular areas of the custom homebuilding industry, their talents complement each other's in a way that has driven business growth every year since the company was founded in 1998.

Known for versatile designs and visionary concepts, Tricon creates distinct homes and residential projects throughout Houston Inner Loop neighborhoods, where a renaissance in urban residential development is taking place.

Tricon has particularly made its presence felt in Houston's Historic Heights, where the company is playing a key role in that remarkable community's revitalization.

In addition to the Heights, Tricon builds homes in such neighborhoods as Montrose, Shady Acres, Midtown, Medical Center and Rice Military.

Their homes range in price from \$250,000 to \$600,000.

DEDICATED TO ACHIEVEMENT

The Berlanga brothers' dedication to achievement and their love for homebuilding are the building blocks of Tricon's commitment to excellence.

Tristan has a degree in architecture and environmental design from the University of Houston. Jose Miguel has a degree in business administration and economics from the University of St. Thomas.

Tristan was attracted to the business because of his passion for architecture and his keen interest in the home-building process. He brings to his work an abundance of visionary ideas, a strong work ethic and a high level of motivation.

Jose Miguel is the company's economist and business planner. His expertise in land acquisition plays a major role in helping Tricon contain costs and maximize opportunities for developing attractive residential real estate projects.

These Victorian-style homes help give this Heights neighborhood a "small-town feeling" that allows homeowners to live in a cozy retreat just minutes away from Houston's hustle and bustle.



We build each home as if a member of our own family is moving into it. We do not take shortcuts, and we never compromise quality just to save a few dollars.

— Tristan Berlanga

Together, these two men have all the talents needed to establish a great homebuilding firm. However, the Berlanga brothers know that talented leadership is not enough. That's why they put their greatest efforts into achieving customer satisfaction.

Tricon's superintendents and administrative employees play an important role in helping the company achieve its objectives.

Tricon also selects top-notch contractors who share their zeal for quality workmanship and customer service.

Tristan is enthusiastic when it comes to talking about the quality of Tricon's homes and the company's quest for customer satisfaction.

"Our homes feature truly outstanding structural quality. We offer more luxury, superior finishing and better floor plans than buyers will find elsewhere in the market for their investment. As a result, our homes are proven to have outstanding resale values," Tristan said.

Jose Miguel understands that buying a house is much more than just part of a real estate deal.

"We are proud of what we do. We're not just building a house — we're providing a service. We want to improve the lifestyle

Stainless steel appliances, granite countertops and built-in cabinets are standard features in homes built by Tricon. Giving the kitchen greater functionality and outstanding visual appeal, these features are typically offered by other builders as upgrades at additional cost.



PHOTO BY DAVID A. FARIAS



Regardless of its floor plan, each Tricon home has unique, original details, giving homebuyers the advantage of being able to choose from a wide range of looks and styles.

of people who buy our houses. Our great floor plans and beautiful exteriors are designed to bring our buyers greater quality of life," Jose Miguel said.

Our great floor plans and beautiful exteriors are designed to bring our buyers greater quality of life.

— Jose Miguel Berlanga

"We work hard to stay on the leading edge of the technological curve in our industry. The ability to implement new building technology is a key factor in our ability to achieve and maintain success in today's market," Jose Miguel said.

This is shown in Tricon's energy features, which include R-13 batt insulation in walls, R-30 batt insulation in flat ceilings and baffles, 40-gallon water heaters, and A.R.I. matched Carrier 12+ S.E.E.R. (minimum) air conditioners with 80 percent A.F.U.E. furnaces.

Tricon met and exceeded our expectations of a builder.

— Satisfied Tricon customer

Buyers today are more knowledgeable than ever, and they want their homes to have the highest quality possible in building materials. However, it's sometimes a challenge to offer the finest building materials and still meet a customer's expectations for keeping costs as low as possible.

Tricon meets this challenge with dynamic home designs, savvy land acquisition strategies and superior construction project management.

"We build each home as if a member of our own family is moving into it. We do not take shortcuts and we never compromise quality just to save a few dollars," Tristan said.

"We strive to build our foundations and frames beyond what is required by building codes, because these are the most important portions of a house," Tristan said.

RENOWNED FOR FASCINATING ARCHITECTURAL WORK

Tricon has built a reputation for its fascinating architectural work in a wide range of styles. Tricon's homes in the Heights feature splendid Victorian architecture. These homes are characterized by their complex, elaborate designs and symmetrical shapes with bold, simple moldings, heavy cornices and a wide frieze — a horizontal section above a doorway or windows.

Tricon is also active in building lofts in sections of the city undergoing revitalization. They feature high ceilings, exposed brick, open spaces with big windows that bring large amounts of light indoors.

In other neighborhoods, Tricon homes are highlighted by Mediterranean, modern and contemporary architectural styles, as well as variations on the loft style design with more contemporary finishes.

Whatever the design concept, Tricon homes feature hardwood floors throughout, wrought iron railings, stainless steel appliances, French doors and crown moldings.

Tricon received the 2001 Community Improvements Award

by the Houston Heights Association for a project of 25 homes built in that historic community. This award demonstrates Tricon's desire to be part of a greater goal — to help transform Houston's inner city neighborhoods.

"Houston neighborhoods inside the Loop are evolving into a lively urban center where high density is perceived as a positive attribute, and not a negative characteristic," Jose Miguel said. "With each new home we build, we strive to help create dynamic, multifaceted environments that stimulate interaction



These lofts show how well Tricon works to shape and blend in with environments that surround their residential construction projects. Tricon principals carefully study neighborhoods to determine which architectural concepts, home sizes and building materials will look best.

PHOTO BY DAVID A. FARIAS

between diverse groups of people. The result is an exciting urban living experience," Tristan said.

CUSTOMER SATISFACTION REMAINS FIRST PRIORITY

While architectural creativity and business success inspire the Berlanga brothers, their first priority is to provide great service to their home buyers.

Customers eagerly express their satisfaction with Tricon's work. One client describes Tricon personnel as "helpful and friendly" people who followed through on customer requests. Superintendents and crew members were "very responsive in



PHOTO BY DAVID A. FARIAS

The Tricon Residential Construction & Design team welcomes prospective homebuyers with friendly, prompt customer service. Each employee is highly trained, and company principals endeavor to create a positive working environment. The Tricon team also strives to maintain excellent relationships with vendors and suppliers, who play an invaluable role in the homebuilding team.

completing the list of minor touchups," this customer said shortly after moving into his new Tricon home.

Another customer applauded Tricon for offering "a good combination of value, uniqueness, quality and livability" in their home designs.

This client said he was particularly impressed by Tricon's "willingness to stand behind their work and iron out a few wrinkles."

He also spoke to the high caliber of work done by Tricon's contractors by noting that tile and hardwood floor contractors "came out several times and each responded with courtesy, competence and diligence."

Another client — a fellow industry professional in the building supply business — congratulated Tricon for supporting

the community by purchasing from Heights-area suppliers and artisans.

"Tricon met and exceeded our expectations of a builder," said this client, who affirmed he would highly recommend Tricon to future home buyers "in search of a builder with integrity."

Satisfied customers mean business growth, and Tricon has doubled its volume each year the company has been in business. "Our business is rapidly growing, and we're projecting that we will build approximately 100-plus homes in 2005," Tristan said.

For more information about Tricon Homes, you can reach them at (713) 334-6060 or visit them on their Web site at www.tricondevelopers.com. Come by and visit them at their new facility at 711 E. 20th St., Houston, TX 77008. ■