

Developers  
& Builders

# Competitive Advantage

## Standing Up to Greater Values and Benefits

**Extreme Energy savings! Appeal of Natural Timber! Comfort & Safety of Integrated Insulated Panels! Quicker Build! Environmentally Friendly!**

### Outstanding Differences

Finding a Unique selling Proposition is becoming more of a challenge. The extensive features and benefits of Trinity's Integrated Post and Panel construction system will help place your projects in a desirable position. Advancing energy smart knowledge in building technology will appeal to media, eco-friendly consumers, new buyers and industry enthusiasts. Accessibility to this patent pending solution will not be available to every developer or builder unless they are **IPP®** certified and committed to customer support. Supply lines will be limited to their respective areas. Recognition as a leader utilizing this most advanced level of engineering and technology available will garner respect and desire that your competitors are not able to deliver.

First Movers Advantage puts you up front in practice and profit as the **IPP®** system is less expensive and many times faster to construct than equivalent Mid-High Level Stick Built or higher end Timber Frame projects.

### Sustainable Benefits

Your projects now offer more value for every consumer dollar spent. Buyers will realize ongoing benefits. Supplier rebates, energy saving initiatives, less operating cost, less energy use, increased comfort and safety are immediate benefits. Extra usable space and a longer life cycle including a higher resale value makes investing in an **IPP®** built home a lasting advantage for many generations to come.

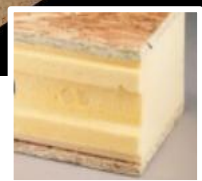
### Trinity Customer Support

Elevating **IPP®** Certified Developers and Builders that utilize the **IPP®** construction system is our goal. Our coordinated marketing support system will help direct prospects and buyers to your projects.

Incentives for Certified Developers and builders include execution of a media campaign surrounding the **IPP®** features and benefits of your projects. Media kits, Sales Center materials, co-op programs, and Real Estate Agent Incentives will help present and sell each project.

Roof Raising and grand opening events will resonate with the media, the public, the industry, and buyers through social media, online and offline marketing strategies.

Trinity's **IPP®** Certified Developer and Builders will receive buyer leads generated from our sales funnel opt-ins. Reciprocal links on our websites can feature **IPP®** advanced technology along-with your company profile.



### Quicker Production = \$

Side by side with a competitor your project would be completed months earlier which translates to more annual capacity, fixed cost budgeting and a quicker turn to cash! Project managers can accomplish more with fewer trades and labour and seasonal weather conditions.

Buyers benefit for years to come.

**Trinity**  
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