



WHAT'S
really
IMPORTANT?

TRINITY
FINANCIAL



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SINCE 1987, TRINITY FINANCIAL has pursued a distinctive vision of real estate development based on a few core principles and a collaborative urban spirit. We love the challenge of each new project, but we're also energized by the broader issues of revitalizing neighborhoods, strengthening cities and fostering opportunity. In every case, we start from a clear understanding of how cities work, how we can help and why our work matters. As the project

unfolds, we translate this energy and understanding into structures and relationships that succeed financially, respect every constituency and enhance life for everyone they touch.

Revitalizing
neighborhoods

Strengthening
cities

Fostering
opportunity

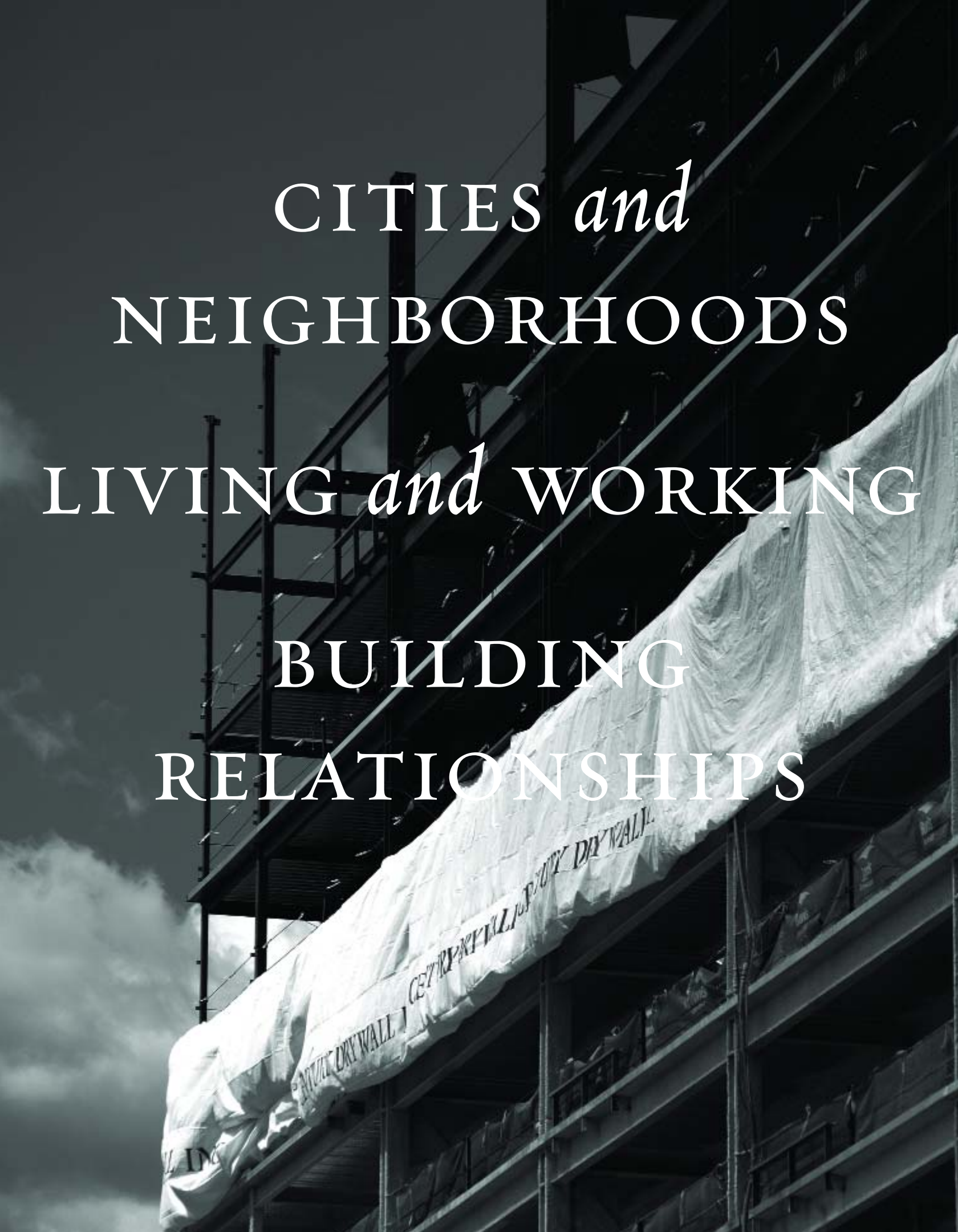
COMMUNITY

BY TRAINING and temperament, we are urban developers. We grew up in the city, we understand the dynamics of neighborhoods and politics, and we revel in the juxtapositions and possibilities that cities provide. Our portfolio reflects our willingness to embrace challenges of design and process for the sake of long-term outcomes that inspire pride and strengthen community. And our record of success in threading the needle of complex financings and local, state and federal approvals extends well beyond our Boston origins to cities throughout the northeastern United States.

We look at every project in terms of the overall urban fabric and how we can make it better. We never work in isolation – we always integrate the perspectives of the affected constituencies into our own thinking. As a result, whether we're fine-tuning the formula in a mixed-income development, highlighting historic details through adaptive reuse, or reshaping the interface between a university and its neighbors, our knowledge, attitude and

familiarity with the stakeholders create a reservoir of goodwill that can ease the path from initial concept to closing, construction and completion.

Our work spans half a dozen residential and commercial specialties, from multi-unit housing to transit-oriented development. Across that spectrum, Trinity projects, worth more than \$950 million, have demonstrated a high caliber of vision and attention to detail, which has set them apart and led to sustainable success. We've won awards in categories ranging from architectural design and historic preservation to smart growth and energy efficiency. But the standard that counts most for us is the way people feel who live and work in the places we create.



CITIES *and*
NEIGHBORHOODS
LIVING *and* WORKING
BUILDING
RELATIONSHIPS



RESPONSIBILITY

to the PAST

to the FUTURE

to FRIENDS and STRANGERS

to the ENVIRONMENT

VERY FEW PROJECTS START from a blank slate. We always build on what has come before, and on the expectations of people ranging from investors, architects and potential tenants to regulators, abutters, citizens and visitors. At the same time, we are building for the long-term, so it's important that we

We have repeatedly found innovative ways to integrate old and new construction, and fund the restoration of landmarks to add character and bring local history to life. We also look to the future, not only at the project site but also throughout the environment at large. We believe in applying sustainable design concepts and community elements wherever they're commercially feasible, and we work hard to expand the boundaries of feasibility, because we know that time is on the side of projects that save energy and promote greater health and well-being.

get things right and that people get what they bargain for. Two decades of achievement testify to Trinity's ability to deliver on the promise and the potential of sound urban development. This often involves going out of our way to satisfy a particular need without compromising the integrity of the whole. We have a long history of historic preservation and renovation in conjunction with residential and commercial development.

SUCCESSFUL PROJECTS don't happen by themselves. They take a team with a common vision, a long time horizon and a broad range of skills – from planning and design to financing, permitting, community relations and project management. But teams take time to develop, too. A key factor in Trinity's success is its ability to deploy seasoned project teams that collaborate seamlessly and learn from each other all the time. When skills, chemistry and institutional memory are all in alignment, creativity blossoms and magic happens.

Transformation is a kind of magic. It happens at the level of neighborhoods, streets, buildings and families, and it takes time. But a developer with the right vision can encourage it, and we've done that time and again in conjunction with talented designers and a receptive community. In East Boston, Trinity's Maverick Landing is transforming a dilapidated public housing project into a vibrant neighborhood with a restored street grid, a new corridor to Boston Harbor, and a diverse

array of attractive multifamily housing that's a showcase of advanced building technology. In its transit-oriented development projects at Boston's North Station and Ashmont Station, Trinity is reshaping the perception of transit hubs, capitalizing on urban density to create new possibilities for community.

There's no single style or deal structure that defines Trinity projects: we take our cues from the setting, the situation and the opportunity. What unites them is our belief in the transformative power of what we do, and our determination to use that power wisely.



MANAGING
the PROCESS

DIVERSITY *and*
OPPORTUNITY

CREATING
POSSIBILITIES



a BIGGER CANVAS

a DEEPER TEAM

VALUES *that* ENDURE

RESOURCES

OVER THE COURSE OF three dozen projects spanning nearly 5,000 units of housing, 285,000 square feet of retail space and more than \$950 million in development work, Trinity has grown along with the constituencies we serve.

Geographically, our work now reaches beyond Boston to Newport, New Haven, Philadelphia, and several cities in between. We've also evolved from a specialist in affordable housing into a firm

All told, we bring greater resources to every project today than at any time in our history. Yet we are still an intimate firm. Our teams share ideas freely and delight in a common vision of the possibilities of urban development and the difference each new project can make.

with six specialties serving populations ranging from students, the elderly and urban families to market-rate commercial and residential owners and tenants. And as our projects have grown in size and complexity, we've supported that growth by adding new team members to broaden our perspective and deepen our experience in critical disciplines.



PERFORMANCE

BEFORE, DURING *and* AFTER

DETAILS MATTER

MEASURING SUCCESS

MANY DEVELOPERS see success as a matter of return on investment. We don't think this is wrong, just incomplete. Strong financial management is as indispensable to a successful project as market insight, design excellence, team dynamics, contractor relationships and respect for the context and the community. When the elements are all in place, the returns will be there.

Before-and-after comparisons are another way to measure success, and they're useful. But what happens in between is important, too. The environment is rarely static; we are always managing change. Doing it well isn't simply about advancing the project, but also about conditioning the market to support the result. Treating stakeholders with respect applies to everything from concept and permitting to details of design, construction, communications and maintenance.

We're proud of our financial performance. We're proud of the equity we've raised, the long-term occupancy rates we've achieved and the valuations commanded by the properties we've developed. We're equally proud of the look and feel of our projects, the sense of connection they've inspired in owners, tenants and visitors, and the contributions they've made to the social fabric and the regional economy. All these things together are how we measure success.

LET'S TALK

TRINITY PROJECTS COMBINE a distinctive urban focus, social conscience and long-term perspective. If this combination appeals to you, we invite you to call, fax or email us.

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