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Milio Realty changes name to Trion Real Estate Management

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Milio Realty Corp., a tri-state area leader in full service property management, has been renamed Trion Real Estate Management. The name change is part of Trion's overall company expansion and rebranding effort, and coincides with the company's 35th anniversary.

The visual elements of Trion's new campaign were unveiled April 8 at The Cooperator's Co-op, Condo & Apartment Expo at The Hilton New York Hotel on 53rd St. and Ave. of the Americas.

"The timing for our expansion and rebranding is perfect - this is our 35th anniversary year and an opportunity for us to emphasize our commitment to delivering exceptional customer service and building strong relationships with our clients," said Carmelo Milio, CPM, president of Trion Real Estate Management. "We are all very excited at Trion about this new chapter and the expansion of our company. Trion's portfolio now includes more than 1,500 co-op, condo and rental units throughout New York City and the Tri-State area - and now, as Trion Real Estate Management, we aim to build on our expansion by continuing to provide top-notch service to all of our clients," he said.

Trion's new tagline: Trusted. Responsive. Invested. Always ON-Call was created to emphasize the company's focus on client partnerships and hands-on customer service.

Other elements of the expansion and rebranding effort include:

The New Trion Website, www.trionmanagement.com, now offers residents the ability to submit maintenance requests. In addition, they will soon be able to make payments online through the website, and there will be a link to resource sites that can assist residents and owners with frequently asked questions.

Onsite Maintenance Service: Trion now offers complete site maintenance. Trion's maintenance team offers a simple solution to properties that do not have an onsite super or may be looking to outsource maintenance.

Expanded Office Staff: Trion has added staff to increase collection efforts and ramp up programs that oversee spending at each property.

Expanded Communications and Social Media Strategies: New Facebook, Twitter and LinkedIn platforms have been created to ensure 24/7 communication, transparency, dialogue and engagement.

"For 35 years, we've guaranteed our clients and residents complete peace of mind through superior customer service and communications efforts - and our goal is to go above and beyond what we've accomplished already," said Milio. "All of our clients are guaranteed to receive the greatest savings and the most efficient services possible via our up-to-date, cutting-edge technology combined with the hands-on expertise of multiple generations of real estate professionals."