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## **Roedel Companies names Taloricco as business development director**

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New Hampshire based hotel owner/operators Roedel Companies has named Fran Taloricco as Business Development Director. In his new role, Taloricco oversees Roedel's business development initiatives in the areas of new construction, comprehensive renovations and real estate acquisition opportunities. In addition, Taloricco manages client engagement and the estimating process for all construction bidding and proposals.

Taloricco brings over 20 years of experience in hotel real estate, branding, construction and renovation to Roedel. His extensive knowledge also includes hotel finance, valuation, staff recruitment, franchising and sales management.

Most recently, Taloricco served as regional vice president of franchise sales and development for Choice Hotels International, Inc. During a 15-year period, he was instrumental in Choice Hotels' Northeast and Mid-Atlantic expansion as they went from 3,000 to 6,000 locations. Taloricco was responsible for managing 25% of the company's United States sales force and consistently exceeded all assigned sales quotas.

Prior to joining Choice Hotels International, Taloricco was director of franchise development for Wyndham Hotels Worldwide and director of sales for Coakley and Williams, Inc.

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