

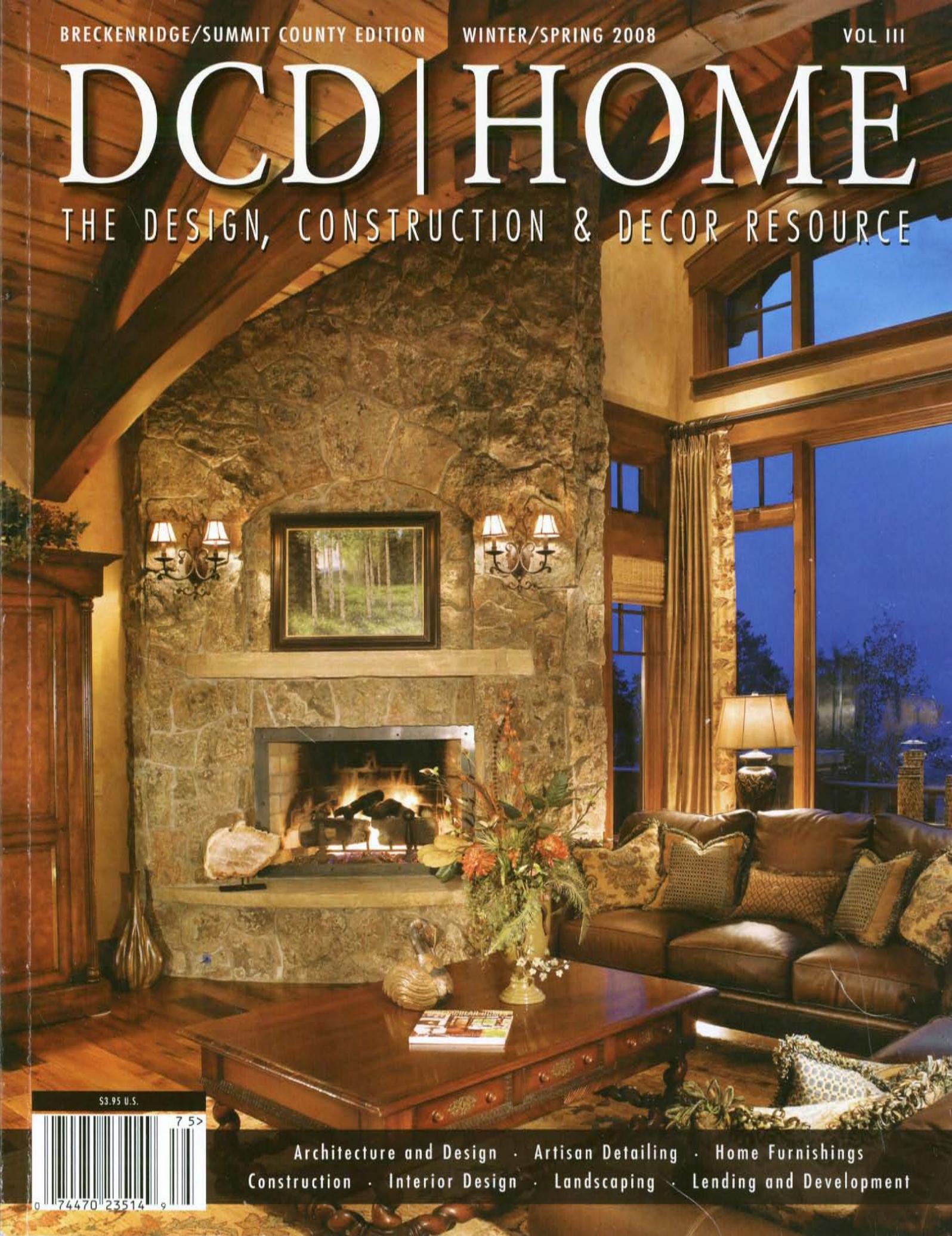
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# Pinnacle Mountain Homes appears to be redefining the model for custom home building in Summit County.

President Chris Renner and partner Wayne Thebeau bring a dynamic new perspective to mountain building that couples the sophistication and best practices of corporate America with the custom home building environment in Summit County. Renner is proud to call this new perspective “the next generation” of custom home building. “We are setting new standards and emerging as a leader in the Summit County market,” he said. “We’re bringing a higher level of organization, management, and progressive thinking to what has typically been a staid environment.”

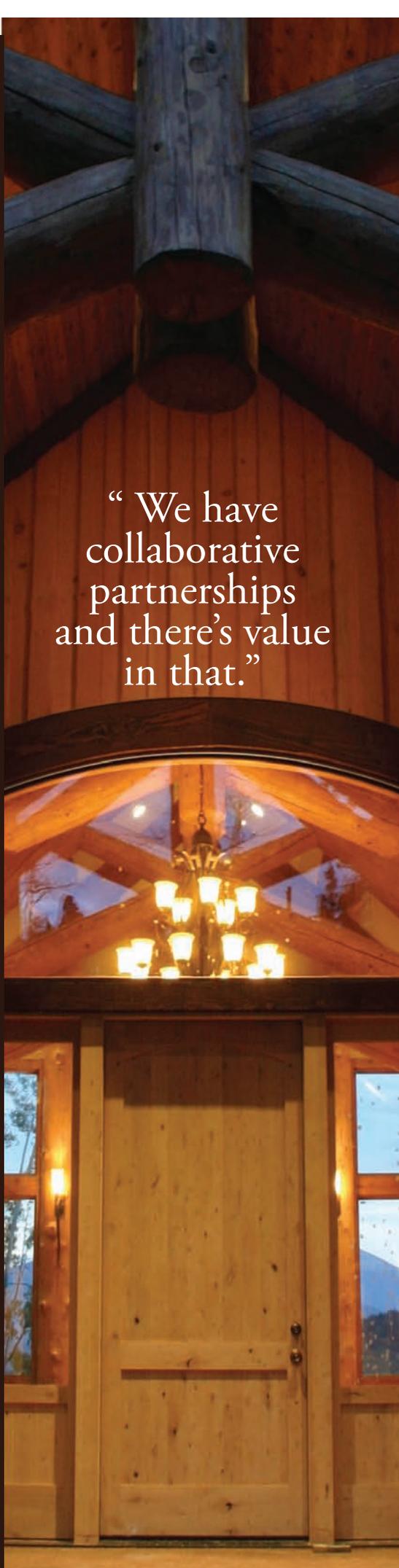
Renner, an unlikely candidate for owning a construction company,

previously flourished as a successful management consultant turned technology entrepreneur, as he assisted countless organizations, including builders. In the course of sharing his business expertise, he developed an affinity for home building, which led to a partnership with Thebeau, a long-time builder in the mountains.

“Our partnership struck a chord, both internally and externally,” said Renner. “I’m able to fully focus on running the business, while Wayne is free to attend to the details of the field. Not only do we delight our clients with simultaneous attention to the office and the field, we’re actually having more fun and finding that we can manage more work successfully. It’s a very efficient model.”

Pinnacle Mountain Homes has already reached a point where it is able to utilize the synergies and economies of scale that come from being a mid-sized company, building six to eight homes a year. “We





“ We have collaborative partnerships and there’s value in that.”

are setting new standards,” said Renner. Those standards include the simple things, such as having office staff to respond to immediate needs; the latest in technology to enable swift and constant communication; personalized client Web sites with updated photos, schedules, contracts and budgets; and direct e-mail access to Renner, who handles all client relations.

Through its “next generation” mentality, Pinnacle has developed a solid team of subcontractors who are part of the company’s vision and family, and with whom long-standing relationships have been forged to ensure uniform quality in every home that’s built. “We have collaborative partnerships and there’s value in that,” said Thebeau. “We have consistent subcontractors working on every job, and that’s a long-term investment that we’re making.”

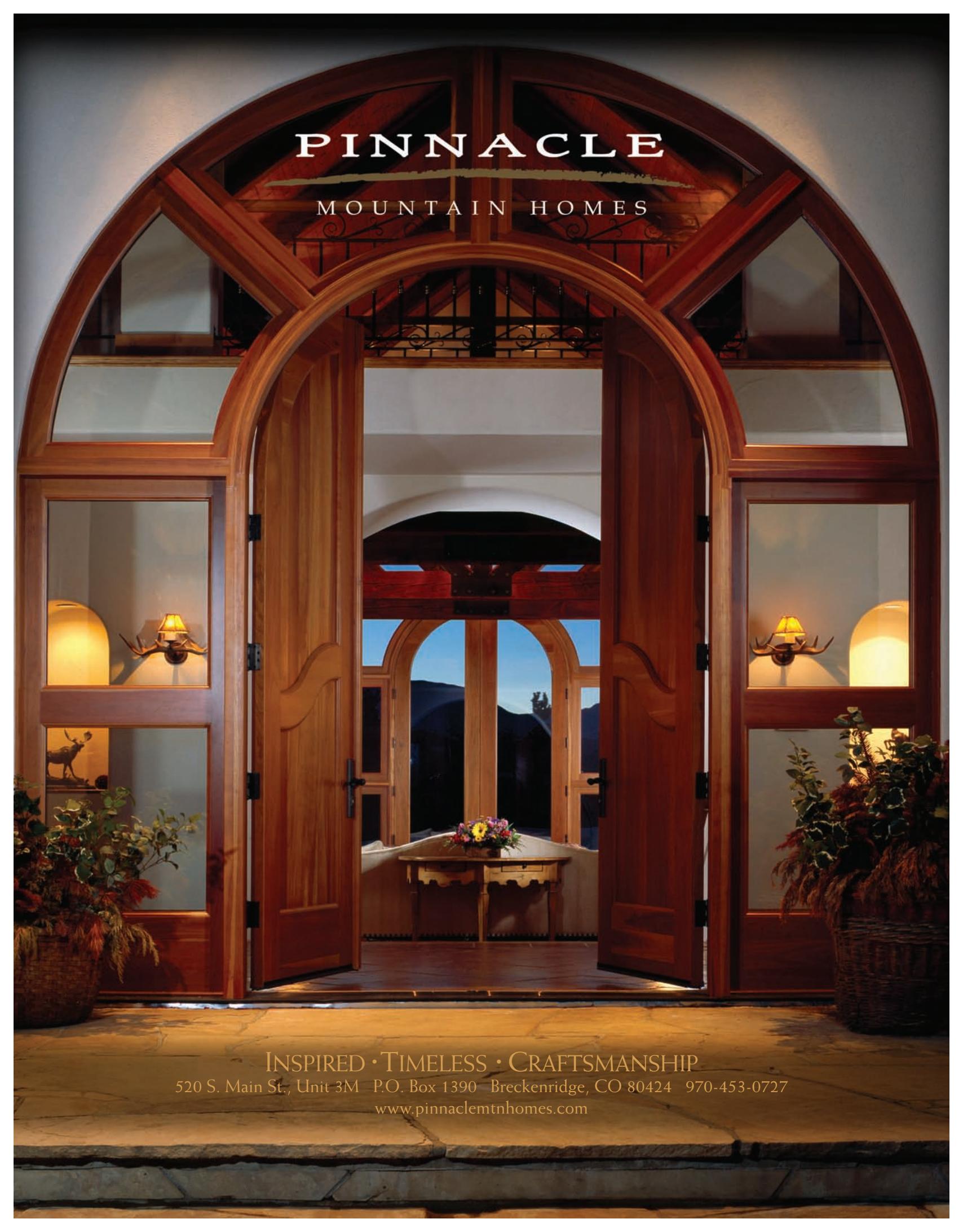
By not staying too small - or growing too large - Pinnacle Mountain Homes has reached a happy medium that provides maximum efficiency to each homeowner, with both a solid infrastructure of office support and skilled partners out on the job site daily. “From my consulting experience, I saw where small business owners struggled to run a business by day and then try to handle the finances by night. In our model, we can handle more business and each do what we love to do.” Renner explained, “I don’t like getting my feet muddy and Wayne doesn’t like paper. It’s great!” As part of charting a new course in mountain building, Renner and Thebeau are strong advocates of Built

Green Colorado, a privately run state organization that promotes advanced technologies and practices to create more sustainable and energy efficient homes. Renner said, “I originally perceived building green as solely an environmental issue, that is, until I started building my own home. As I did more research, I realized that spending a few more dollars on energy efficiency would actually return great dividends. It quickly became a financial decision as well as an environmental decision. Not only is there a moral imperative for us to manage our resources wisely, it now makes financial sense as well. So Pinnacle is now seriously and aggressively adopting Built Green standards, and we strive to make each of our homes as energy efficient as possible. We call it ‘Quality with a Conscience.’” Among other techniques, the company utilizes increased insulation and sealing methods that restrict air flow inside and outside the home. On one recent renovation, the company doubled the size of a structure while cutting its energy use almost in half.

Renner is confident that Pinnacle Mountain Homes will continue to capture the attention of high-end home buyers looking for professionalism as it proceeds to rewrite the standards for quality, creativity, efficiency and sustainability in mountain home development in Summit County.

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