

Builder

Control Your Own Density

Three projects offer examples of how to do more with less

SEE PAGE 58

PROJECT OF THE MONTH /// P. 19

AMERICA'S BEST BUILDERS 2012 /// P. 52

JOHN WIELAND: FIXING BROKEN SUBDIVISIONS /// P. 66

REDLINE: TRANSFORM AN OLD FAÇADE /// P. 80



AMERICA'S BEST BUILDERS 2012



**Steven Mungo
(left) and Stewart
Mungo, co-owners,
The Mungo Cos.**

**Patrick Neal,
owner and
CEO, Neal
Communities**

**Chris
Renner,
owner,
Pinnacle
Mountain
Homes**

Quality Matters

In the following pages we honor the newest members of the America's Best Builders club—The Mungo Cos., Neal Communities, Landmark Fine Homes, and Pinnacle Mountain Homes—chosen by a panel of experts and recognized for their excellence in finance/operations, design/construction, marketing, and community and industry service. **By John Caulfield**



**Dan Reeves,
president,
Landmark
Fine Homes**

All photos: l to r: Davis Turner, Gary Bogdon, Nora Feller, Jeremy Charles/
Sublime Management

Advise and Consent

Colorado's Pinnacle Mountain Homes sees itself as its buyers' consultant.

During its six years in business, Pinnacle Mountain Homes of Breckenridge, Colo., has been one of the housing industry's fastest-growing builders. It's winning with customers, says owner Chris Renner, with a business model that emphasizes transparency throughout the sales and construction processes.

"When you're building a \$1.2 million house the risk factor rises for your clients, who almost expect us to be their financial advisor," explains Renner, a former management consultant and dotcom entrepreneur. "What we tell them is that we're a white-collar management company that happens to be in construction."

Pinnacle's "cost-plus" contracts typically pencil out to between 10 percent and 12 percent above expenses. To ensure the integrity of those contracts, the builder provides customers with copies of every receipt and invoice. These submissions often serve the dual purpose of showing clients where Pinnacle saves them money in materials and labor.

Pinnacle's becoming one of America's Best Builders was abetted by its scrupulous attention to customer service and marketing. It provides clients with weekly construction updates and posts photos showing that progress, which buyers can access through Google's image-organizational site Picasa. Pinnacle uses Skype to communicate with out-of-state and -country buyers. Once a project begins, Pinnacle incentivizes its project managers based on how well they manage budgets and scheduling. (The company claims that it builds 25 percent to 40 percent faster than its competitors.)

The technologically savvy Renner says Pinnacle maintains a database of "a few hundred" sales prospects, ranked by priority and probability. This enables the company to stay connected with potential customers at different stages of the sales cycle. "I don't want anyone choosing another builder because they didn't know us," says Renner.

There's little chance of that happening, as Renner has established himself and his company as community leaders. In 2010, he

founded the Summit Education Foundation, which in its first year raised more than \$100 million for local schools. More recently, Renner started a middle school called The Peak School, because, he says, "there were no private, independent, charter schools outside of Vail," 35 miles away. **B**



Pinnacle Mountain Homes

Headquarters
Breckenridge, Colo.

Year founded
2005

Employees 14

Company focus
Custom

Home prices
\$600,000 to
\$3.2 million

Home sizes 2,500
to 9,000 square feet

2011 Closings 10

2011 Revenue
\$12.1 million

Website www.
pinnaclemtnhomes.
com

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— Chris Renner, owner, Pinnacle
Mountain Homes