



# The Pinnacle Companies move into 'world class' headquarters

*Pinnacle's new building showcases company's skill and drive*

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When one of Summit County's premiere builders unveils a new \$5 million headquarters to showcase exactly what the company can do — and to serve its needs for the next 50 years or more — you can be sure it's going to be nice.

Describing The Pinnacle Companies' new Frisco digs as "nice," however, is a gross understatement, as the high-end builder's new, custom-made HQ offers a lot more than some of the best office space across the High Country.

One of Summit County's most sought-after builders, The Pinnacle Companies unveiled its new building at Frisco's Basecamp Center by Whole Foods with a Thursday celebration. From groundbreaking to moving day, the three-story building wrapped in mountain-modern architecture took over a year to build. From the plush employee showers to a full-service kitchen with

high-end finishes, it feels as if every aspect of the property was carefully crafted to make a statement.

On the ground level, people will find a new retail store, Collective Design + Furnishings, which has a wide selection of high-style furnishings and home accessories.

The store will operate on the first floor beside Pinnacle Lodging, the company's property management wing, and a new restaurant, Pure Kitchen, which is expected to open in December.

Past a water fountain and up the first flight of stairs, the second floor houses the company's construction, design and marketing teams, along with a full-service kitchen, cozy space for employee dining and two conference rooms. Administrative offices are on the third floor, complete with easy access to a massive, outdoor deck.

To say The Pinnacle Companies' founder and



LINDSAY SEVEC / THE PINNACLE COMPANIES

Founder and president of The Pinnacle Companies, Chris Renner, poses for a photo outside The Pinnacle Companies' new \$5 million headquarters at the Basecamp Center in Frisco.

president, Chris Renner, is happy with the work would be another serious understatement.

"Honestly, it is exactly what we envisioned," he said.

For Renner, the new building is as it should be: well done and a reflection of his business, which began with Pinnacle Mountain Homes in 2005. It has since grown to feature a wide range of what Renner calls "adjacent businesses," including Pinnacle Design Studio, VisitBreck, Mountain Vacations and a new philanthropic wing with Pinnacle Gives, all of which operate under the overarching umbrella known as The Pinnacle Companies.

The newest endeavor, Pure Kitchen, actually began as "a reactive decision," Renner said, explaining that it was seen as the easiest way to ensure

## THE PINNACLE COMPANIES

Below is a list of some of the more recent honors bestowed on The Pinnacle Companies, a group of businesses in Summit County that started with Pinnacle Mountain Homes in 2005.

- Pinnacle Mountain Homes named to Inc. 500's fastest growing companies for the fifth year while Pinnacle Lodging was named to Inc. 500's fastest growing companies for the third year
- Named Summit Chamber's 2018 Best Place to Work
- Named America's Best Builder for 2012 by Builder Magazine
- Named the National Association of Home Builders' Best in American Living
- Named to Mountain Living's List of Top Architects and Designers
- Named one of the Colorado Companies to Watch
- Over 50 Parade of Homes awards

Source: The Pinnacle Companies

quality and control of the restaurant.

"To be clear, we are not restaurateurs, nor do we desire to be," Renner said, adding that he's working with local restaurateur Terry Barbu, who's opened over 100 restaurants over the course of his career.

As a partner in the restaurant, Renner said, the Pinnacle Companies could pick the restaurant's style,

set price points and dictate the culture.

"From a style perspective, what better style complements our mountain-modern home furnishing store than an upscale, progressive, healthy, modern restaurant," Renner asked.

And according to Renner, the new HQ dovetails nicely with The Pinnacle Companies' effort to become a "world class" company.

"As a company, one of our mantras for the last few years has been how do we continue to move from best of class to world class," he said. "I think that our building was certainly along the lines of trying to do that. ... We could have spent less money on it, but I think that it's very relevant to positioning ourselves as a world-class organization."