

# PINNACLE HOME

CREATING HOMES FOR LIFE

*From Calgary's Premiere Renovator & Custom Home Builder*





# Creating HOMES for LIFE™

## TOP 3 CONSIDERATIONS WHEN RENOVATING OR CUSTOM HOME BUILDING

1. **Ask Builders you are considering the right questions:** *For a list of these questions, download our FREE DNA Document available on our Website.*
2. **Evaluate past projects** to find out if a Builder's quality of design, style and craftsmanship are worthy of your hire: *To see our projects, view our online Gallery.*
3. **Further qualify your choice in Builder by attending Pre-Board Tours** (projects in progress), **Renovation Tours & Custom Built Home Tours** that are open to the public: *Visit our Website, follow our Blog or join us on Facebook for TOUR information.*

# CONTENTS

- 3 Finding Your Inspiration
- 5 Case Study: Whole Home Renovation Of A Walkout Bungalow
- 9 Embracing Families One Home At A Time
- 12 Creating Your Authentic Home
- 13 Ensuring A Hassle-Free Experience
- 15 The Benefits Of The Design-Build Model
- 17 The Pitfalls Of “Ballpark Figures”
- 19 The DNA Process
- 21 3D Modeling: Your Homes Virtual Reality
- 22 SCC 3-Way Guarantee™
- 23 Creating Homes For A Lifetime Of Living
- 25 Stage It Sold



  
PINNACLE GROUP

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THIS HONOUR



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"I credit the opportunity to showcase so many of our home projects to our amazing Clients."

Paul Klassen,  
CEO of the Pinnacle Group of Companies

# FINDING YOUR INSPIRATION

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Before meeting with a Builder about your Renovation or Custom Home Build project, it is a great idea to invest time



as a family identifying your shared vision for the revitalized spaces in your home. Ensuring the Renovation or Custom Build is a collaborative process involving all members of your family, is essential in creating a home that will effectively meet everyone's needs and expectations. Often times, each family member has their own 'favorite space' for which they like to provide input. As you consider your plans for your home project, it is

helpful to record and compile ideas, priorities, styles, pictures and drawings that you feel best represent what your family envisions for your Renovated or Custom Built Home. These inspirations may come from places you have visited, magazines, websites or simply your own thoughts.

Another great way to gather inspiration for your project is to attend tours of newly Renovated or Custom Built Homes. Unlike Home Builders in new communities who are able to showcase their craftsmanship at open houses, Renovators and Custom Home Builders don't often have the same opportunity to showcase finished projects due to the

privacy of their Clients; the homes they design are usually already occupied. However, organizations such as Renomark™, an association providing Calgary's consumers with accessibility to high-quality, ethical Renovation companies, typically orchestrates city wide Renovation Tours twice a year in the Spring and Fall. This is an opportunity to spend a day touring several Builders' projects to get a feel for their craftsmanship and meet their team.

As a Renomark™ Renovator, Pinnacle Group regularly takes advantage of these bi-yearly tours. In addition, they have made it a mandate to open the doors to as many of their projects as possible, so the public can see first-hand what the Pinnacle experience is all about.

Paul Klassen, CEO of the Pinnacle Group of Companies states, "I credit the opportunity to showcase so many of our home projects to our amazing Clients. There is an incredible relationship of trust and respect that is established throughout the build process which I believe contributes to our Clients feeling comfortable enough to open their private residence to the public. Not only are we proud of the finished project we have completed for our Clients, we are also sincerely grateful that they feel compelled to help support Pinnacle Group and promote our company to prospective Clients. It says a lot about the way in which we value our relationships with the families we work with."

Pinnacle Group has also embraced a tour that is not what you would call industry standard! In addition to their tours that showcase their finished homes, they have also opened the doors to the public to projects in progress called Pre-board Tours.

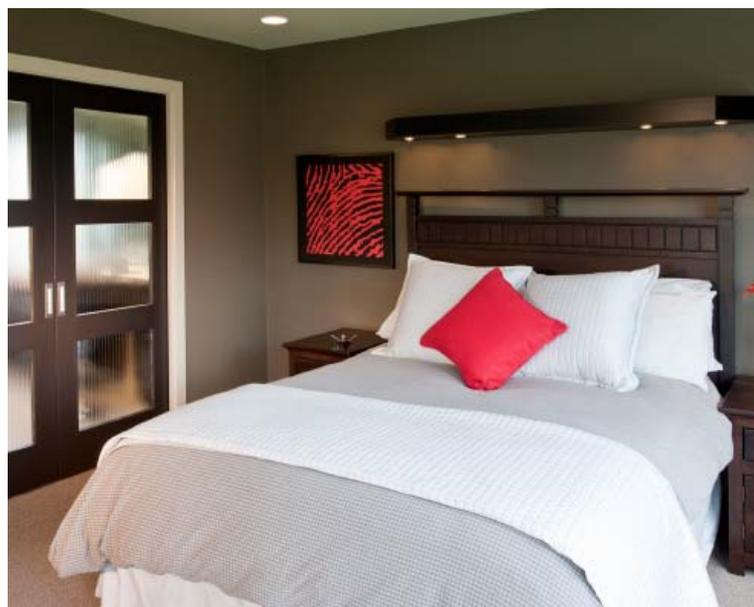
Pre-board means the home is completed up to the installation of the drywall; the ability to see what's behind the walls in a home is rarely offered to public viewers.

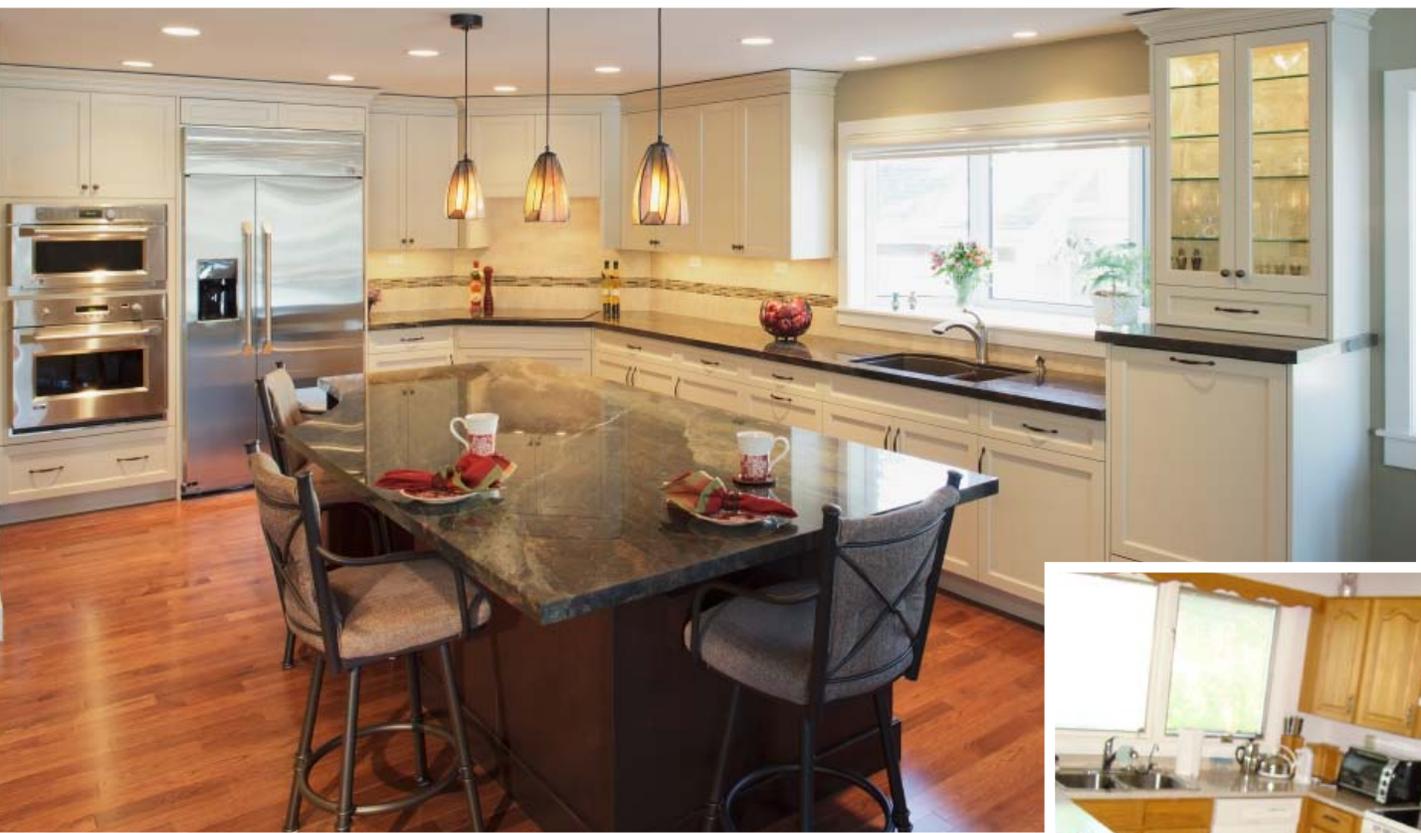
Paul reveals, "We feel showcasing our projects in progress is essential because it provides insight into Pinnacle's attention to detail and concern with every aspect of the project. For us it is not just about the finished aesthetics; it is about the entire functioning of the home. We cannot live our creed "Creating Homes For Life", without complete due diligence to the entire build process. Attendees of these tours are extremely complimentary of the level of craftsmanship and the intricacies of the various installation procedures which are incorporated at this point in the build process; all of which significantly affect the quality of the completed home. I have even heard our electrical and HVAC installations being referred to as works of art! Seeing this first hand provides a whole different view point into the level of commitment we have to building the very best for our Clients; as well, it demonstrates the incredible degree of professionalism our Trades exemplify."

If you are interested in attending Calgary's Spring and Fall Reno Tours, typically held in late April & October, visit [www.renomark.ca](http://www.renomark.ca).

For more information on the variety of open houses Pinnacle Group showcases, you can visit our website regularly – [www.PinnacleRenovations.ca](http://www.PinnacleRenovations.ca), subscribe to our online events newsletter, or join us on Facebook.

To join us for a Virtual Tour of Pinnacle's Estate Home Projects, scan this QR Code.





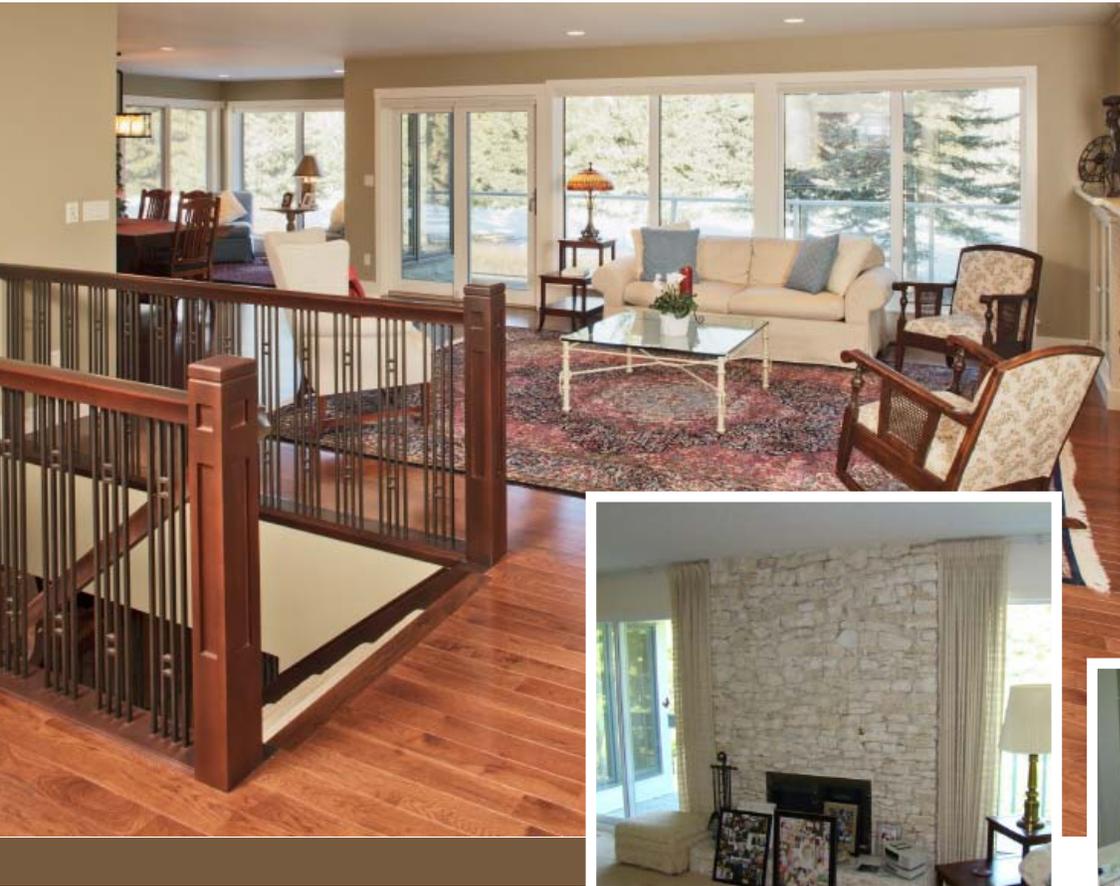
Before

# CASE STUDY

## Whole Home Renovation of a Walkout Bungalow

When embarking on a Renovation or Custom Built Home, having the Builder ask the right questions from the onset is crucial to a successful end result; a home that distinctly represents and embraces a family's unique DNA, allowing them to thrive in what has become their favourite place to be! This project was no exception; asking the right questions ultimately led to the unveiling of a home that truly met the Client's current and future home needs. When asked how these questions impacted the Renovation, the Client clearly articulated their value, "I had a concept of what I wanted the house to look like but I hadn't even thought about some of the questions they had asked us; I think this was crucial to the final design."

This second generation walkout bungalow, backing onto an exquisite golf course, held many fond memories for the Client who desired to modernize the home and create an open concept floor plan that would support the integration of future lifestyle requirements.



Before



Before

## CASE STUDY

### Whole Home Renovation of a Walkout Bungalow

Through Pinnacle Group's extensive Design Discovery Process, "Aging In Place" was identified as a priority. Aging In Place requires Universal Design solutions that support safety, wellness and accessibility regardless of age or ability. It was also determined that the Client wanted to create a design rooted in timeless tradition with a hint of vintage. Opening up sight-lines to fully capture the essence of the beautiful exterior amenities of the golf course, along with attention to eco-initiatives that would reduce the Carbon Footprint of the home, were also important to this family.

Essential to this Universal Design was an open concept main floor plan that would accommodate all future living needs and embrace the prime golf course scenery. The sunken foyer was raised to one level and various features were incorporated: widened doorways, curbless showers, wiring for future intercoms and rough-ins for wheel chair lifts. The kitchen was doubled in size providing full sight-lines from the dining area into the kitchen. The stairwell to the lower level was opened up with an open railing system and a double sided fireplace was added in the master and living room. The Client stated, "We are one of those families that every Sunday night we gather for a family dinner at our home. The age range of family members is from 2-92. I am already seeing how each of the Universal Design initiatives we included in our Renovation are actually being utilized."



# CASE STUDY

## Whole Home Renovation of a Walkout Bungalow

The design was considerably influenced by the directive of creating a home that would allow the Client to live as long as possible in their home; without having to worry about the environmental impact in upcoming years. The Carbon Footprint of this aged home was reduced by thickening outside walls, installing Low E Argon windows, improving on the attic insulation, installing 98% zoned furnaces allowing for separate thermostats on both floors and choosing a direct vent water heater.



When asked to describe how they ensured their Renovated home would meet the needs of their family, the Client expressed, “The process that Pinnacle took us through and the questions they asked us ensured that we achieved our goals and that our new home worked for all family members. What we really appreciated about the Pinnacle approach was they did not ask us what do you want to do to your house? It was how do you want to live in your home? In fact, even before that we were asked, how do you live in your home right now and how would you like that to be different?”

The end result was a renewed second generation home that embraced the family’s history while providing an innovative, custom designed living space that would allow family members of all ages to enjoy the home and create new memories for years to come.

**To see more project photos, visit our online Gallery at [PinnacleRenovations.ca](http://PinnacleRenovations.ca)**





# EMBRACING FAMILIES One Home at a Time

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Over the past three decades, Paul Klassen, CEO of the Pinnacle Group of Companies has undeniably set the stage for a new breed of Renovators and Custom Home Builders; his commitment to providing consumers with a renewed



sense of trust and an unparalleled Customer experience, has been a long time in the making.

The story begins with a young man, fresh out of high school, following in his father's 'Builder' footsteps and attaining his Journeyman Carpentry Ticket. He knew early on that he did not want to fall prey to the paradigm – "Once a Tradesman, always a Tradesman" but just how this internal dialogue would play out would not be revealed until years later. As life

would have it, family commitments took charge and Paul rose to the occasion, providing for his growing family of 4 children, with the reliable skills he had honed. Throughout the years, Paul continued to grow his General Contracting business, while dabbling in a variety of other business opportunities. His entrepreneurial spirit continued to flourish and with it, a gnawing desire to find deeper meaning in his professional endeavours.

Fast forward to 1995, when Paul & his trusted wife and business partner Elaine, relocated their family from Saskatchewan to Calgary, Alberta. Re-establishing their Home Construction business was not an easy task in a

market that catered to the 'Big Boys Club' with deep pockets. Rather than bring on a partner, the Klassens decided to shift their focus to kitchens, with a systematic growth focus on upscale full-home Renovations; in doing so, they ensured they had the freedom to grow the business their way.

After some intense soul-searching, and coming face to face with the reoccurring feeling that he wasn't utilizing his innate talents and abilities to their highest potential, Paul had an "A-ha!" moment that would forever change the course of Pinnacle Group's growth and development. We have all heard of New Year's Resolutions, but on New Year's Eve 1999, Paul had what he likes to call a New Year's Revelation! He finally understood his calling and had dialed in to what truly inspired him; it wasn't just the bricks and mortar of home building that interested Paul; it was his role in creating the most sacred of spaces for families where they could develop and thrive.

The idea of embracing families and facilitating spaces that would encourage a healthy family dynamic, was truly what made Paul tick. Paul expresses, "I finally understood my calling. It was like the final piece of the cog of the wheel had fallen into place; I realized my role was not simply a carpenter swinging a hammer; I had an opportunity to influence the way in which families come together and grow, unite, celebrate, and ultimately create their family legacy." He continues, "It was a defining moment as I realized what it was that really motivated me; I had a new found appreciation for an industry I had spent the majority of my life in; suddenly I realized I was part of an industry that had a much deeper reach than what I had initially given it credit for."

*(Continued on Page 11)*



Paul & Elaine Klassen

## EMBRACING FAMILIES One Home At A Time

In tandem with this revelation, Paul was fortunate to have some fantastic business mentors and coaches from Calgary as well as other areas of North America, who took the time to help him work through the nuances of developing systems and processes; ultimately resulting in a successful business model. It became very apparent that Paul needed a well-planned strategy to get out from behind the tools and fully commit his efforts to working on his business, rather than just in his business. This is where he would truly excel as he was able to combine his passion for families with a successful home building system that literally connects the design, creation and the build process to a family's unique and irreplaceable DNA. Initially he had allowed himself a year to transition to his new role but this abruptly changed when Paul suffered a significant work place accident that severed the tendons in his arm. As unfortunate as the accident was, Paul was thrust quickly and unequivocally into full time business development and has never looked back! His inherent strength in entrepreneurship was finally being nourished in an industry he had come to know very well. Fortunately he made a full recovery and although his arm is no longer being used to pound nails, it is equally busy diligently typing business strategies and writing encouraging emails to the Pinnacle Team!



Infusing this passion for families into Pinnacle Group's sustainable and robust systems and processes has given rise to a truly innovative corporate vision that is attracting the very best in Trades, Suppliers and Staff. Paul and Elaine clearly articulate their expectation for ethical business practices and their genuine care and concern for the families they service. There is an undeniable commitment that is shared amongst the Pinnacle Team to genuinely care not only for their Clients but for one another; a sentiment that seems so simple yet not often found in an industry that has had its fair share of criticism. Paul captured this eloquently when asked - exactly how does one teach their Staff to care? "I personally don't believe you can train a Staff Member or Tradesperson to truly care for a Customer. In my view it's not who you are when you turn up at the office Monday morning; it's who you are long before you arrive. Pinnacle has simply been able to attract people who care."

Pinnacle Group is the only full service Renomark™ Builder in Calgary to hire a 3rd party Customer Audit and Survey Company; interviewing every Pinnacle Client since 2004. With a continued 98% referral score from their entire Customer database, it is evident that Paul has succeeded in creating a corporate philosophy that embraces each Client's unique family imprint; it is indeed the underpinning culture of Client centred care that is immediately recognizable within moments of meeting any one of Pinnacle's impressive team of professionals.





“Pinnacle Group’s blueprint for your home begins with your imagination. They pay close attention to all of the details of your vision for your home, no matter how clear or vague that vision may be.”

# CREATING YOUR AUTHENTIC HOME

Your home is your family’s personal sanctuary; where life’s fondest memories are created and preserved. It serves as both an anchor and a compass, providing support and direction to all family members.

There are typically a variety of lifestyle accommodations that are required of your home. For example, for many homeowners, work and play are clearly defined and even more clearly separated. However, for the successful executive, business owner, or busy CEO, this may not be the case; work and business often stay with them wherever they go. This may require not only a dedicated home office space that fosters creativity and facilitates the growth of ideas, but also ample room to effectively entertain business associates. Perhaps it is a tranquil solarium oasis you wish to create, an exquisite wine room, a luxury home spa or a trendy games room; all perfectly suited for your family’s enjoyment as well as your professional entertainment and penchant for hosting. Whatever the case may be, a house becomes a home when the spaces are tailor designed to precisely meet your family’s distinct lifestyle needs; this can be thought of as personifying your home.

Finding a Builder that can design a home that epitomizes your family’s character is crucial to the execution of a successful Renovation or Custom Home Build. This is expressly the heartbeat of Pinnacle Group’s business philosophy; capturing the essence of their Client families to create unique spaces that support a family’s diverse needs. A satisfied Client from Willowpark expressed, “Besides a strong referral, our decision to renovate with the Pinnacle Group was influenced by their approach in seeing how they could create a living environment that was workable for us. We chose Pinnacle because they

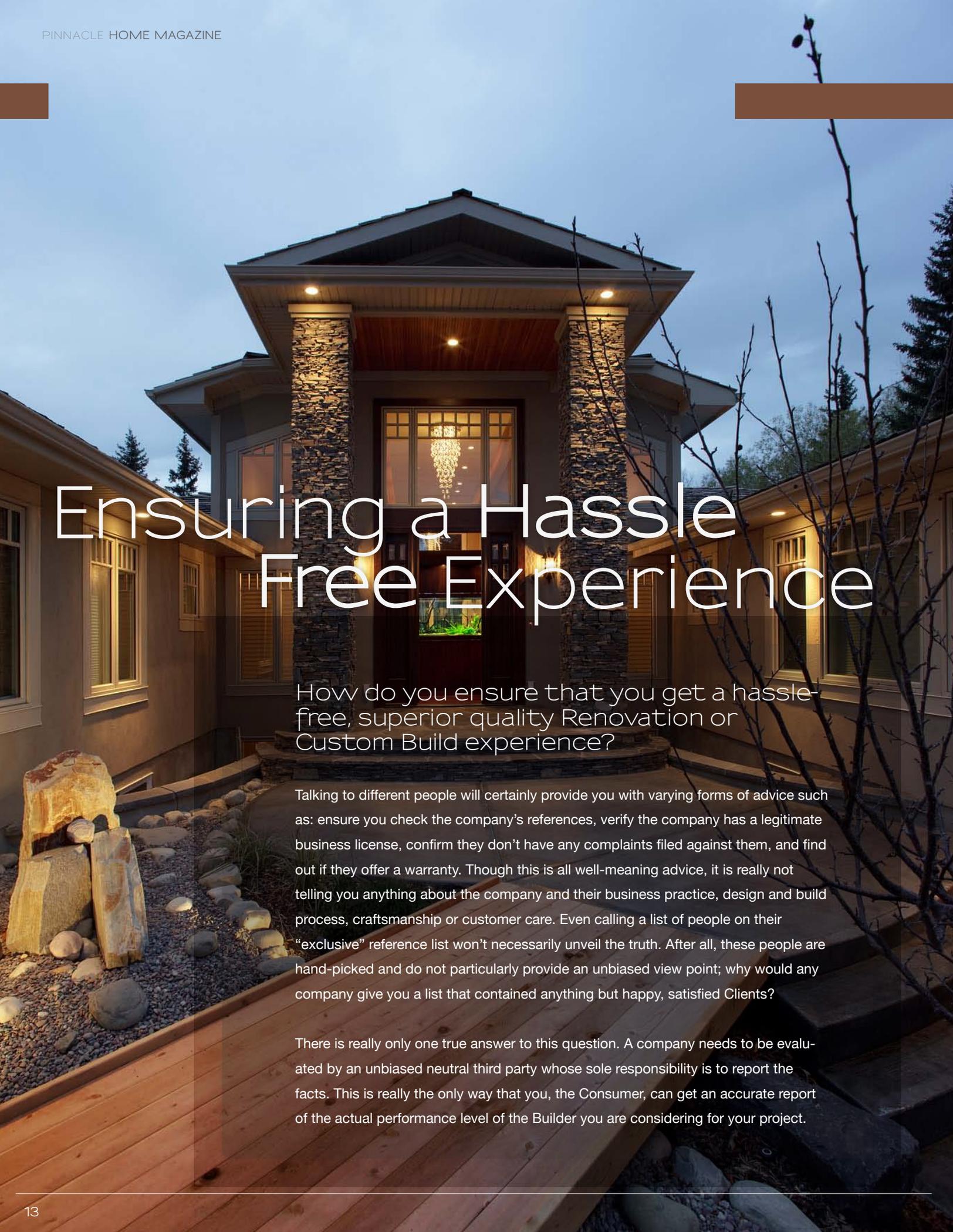
would listen and consider the 'touchy feely' aspects. They weren’t as interested in Renovating our home as they were in creating a home / environment / space that was right for us.”

Pinnacle Group’s blueprint for your home begins with your imagination. They pay close attention to all of the details of your vision for your home, no matter how clear or vague that vision may be. Even if you’re not completely sure what you really want or need, Pinnacle Group’s Team is ready to help. They patiently guide you in making the perfect decisions for your home. A valued Willowpark Client articulated, “We were very impressed with Pinnacle’s Architectural Designer; he had terrific ideas and really understood how we live our lives. He listened and heard things we were not aware of; we are thrilled with the resulting design.”

Pinnacle Group’s proprietary systems and processes ensure that the end goal is achieved; making certain your family’s “vision” is realized. Paul Klassen, CEO of the Pinnacle Group of Companies states, “We feel very strongly about creating homes that support and nurture a healthy family dynamic. Our job is to provide the right set of tools to our Clients so we can discern as a team, what is really important to their family and how this ultimately affects the design choices that will be made for their individual homes.”

When you choose Pinnacle for your home project, you can rest assured that they will provide you with the creative resources needed to build, shape, and fashion your authentic home.

**For more information, visit [PinnacleRenovations.ca](http://PinnacleRenovations.ca)**



# Ensuring a Hassle Free Experience

How do you ensure that you get a hassle-free, superior quality Renovation or Custom Build experience?

Talking to different people will certainly provide you with varying forms of advice such as: ensure you check the company's references, verify the company has a legitimate business license, confirm they don't have any complaints filed against them, and find out if they offer a warranty. Though this is all well-meaning advice, it is really not telling you anything about the company and their business practice, design and build process, craftsmanship or customer care. Even calling a list of people on their "exclusive" reference list won't necessarily unveil the truth. After all, these people are hand-picked and do not particularly provide an unbiased view point; why would any company give you a list that contained anything but happy, satisfied Clients?

There is really only one true answer to this question. A company needs to be evaluated by an unbiased neutral third party whose sole responsibility is to report the facts. This is really the only way that you, the Consumer, can get an accurate report of the actual performance level of the Builder you are considering for your project.

However, the vast majority of home improvement companies will not allow an outside third party to evaluate them; Renovation projects are complex and the amount of variables that could go wrong are tremendous. It would place a requirement on a company to have time-honoured and streamlined systems in order to be willing to expose themselves to the scrutiny of each and every Customer.

Pinnacle Group is part of the very small minority that has chosen to be evaluated by a neutral third party. The reason is very simple; they have proven systems that produce satisfied Clients. To simply just “claim” that, would be nothing less than ‘marketing speak’; an approach commonly used by many companies with no proof to back up their claims.

In order to validate Pinnacle Group's enviable success ratio, they hired Client Insight Inc.; an independent third party research firm hired to perform post-project Client interviews on all projects. Client Insight has extensive experience inspiring individuals and organizations to learn, grow and succeed; assisting them with the collection of Customer and Stakeholder feedback. They allow Customers to feel open to provide honest and upfront feedback; this viewpoint is often inaccessible in any other manner.

Client Insight Inc. helps companies develop a measure for Customer satisfaction, retention and referral as well as identify improvement opportunities. At the completion of a project, every single Pinnacle Group Client is interviewed and the feedback is noted and measured. There is no screening or editing of the feedback gathered. Pinnacle Group has made these findings public on their website ([PinnacleRenovations.ca](http://PinnacleRenovations.ca)) so future Clients can be confident of the Client experience they can expect when hiring Pinnacle Group.

Paul Klassen, CEO of the Pinnacle Group of Companies states, “We embrace the opportunity to provide this level of transparency. There is no better way to serve our potential future Customers than by providing this type of third party investigative research. There is a saying in business that suggests; *‘Future performance can often be determined by examining past results.’* Pinnacle has simply made those past performances available for Clients to review.”

**To view Pinnacle Group's Client Assessment Results, visit [PinnacleRenovations.ca](http://PinnacleRenovations.ca)**



# The Benefits of the DESIGN-BUILD MODEL

“I am thrilled with the space we created with Pinnacle. They really stand by their word and do what they need to make their Customers happy.”- *A Willowpark Client*

## **There are typically two sides to every Renovation: the Architectural perspective and the Builder perspective.**

The coordination and collaboration of both sides is critically important in determining what is designed and what is actually built.

When dealing with your Builder, it's important to understand how both professions interact with each other. Naturally, the expertise and creativity of an Architect is required to draw up the plan. However, they may not be conversant in real-life construction applications; specifically as the design relates to associated costs of construction. What is designed and what occurs on the construction site can lead to a disconnect, resulting in major setbacks in project timelines and midway construction delays.

The synergy of the Design-Build approach allows for the myriad of project questions, like those in the examples that follow, to be realistically answered.

- **Is the design the best end-result for this property location?**
- **What is the realistic timeframe for completion and at what cost?**
- **If a change is made to the Architectural Design, though the change may be possible, what are the ripple effects?**

These questions, though typical, are difficult to answer without the collaboration of both entities. Speaking only to one side at a time can quickly translate into cost-overruns.

The ideal situation is to have both the Architect and the Builder fully coordinated, from start to finish, as a homogenous team. “When both disciplines are applied, there is a seamless flow in the completion of a project simply because both sides can alleviate any unforeseen issues. This minimizes construction delays and significant cost-overruns,” states Paul Klassen, CEO of the Pinnacle Group of Companies.

In the three decades that Pinnacle's Ownership has been in the business, they've recognized this important need, and have implemented systems to best serve their Clients. Pinnacle Group offers the benefit of having the creativity of an Architect, combined with the practical knowledge of a Builder, working in a collaborative mindset. A Willowpark Client reveals, “I am thrilled with the space we created with Pinnacle. They really stand by their word and do what they need to make their Customers happy. If there is a gray area, they seem to be willing to step in and resolve it. We love our house and are very satisfied”.

Pinnacle Group allows you to be innovative in your design, without holding any reservation to your ideas and compromising your vision; they not only have the knowledge and expertise to understand your design ideas but also the capability to see it from the construction/build aspect. The result: a perfect marriage of design and best construction practices when your project is complete.

**For more information, visit [PinnacleRenovations.ca](http://PinnacleRenovations.ca)**





# The Pitfalls Of “Ballpark Figures”

If you are thinking of Renovating the home that you are in or building a Custom Home, you have probably come to realize that there is a vast amount of information out there that you need to know.

Understanding the pitfalls of the “ballpark figure,” or what is referred to as the “rough” or “guesstimate” price is imperative as you shuffle through the mounds of research; you will likely encounter conflicting information as you articulate who best to call. The ballpark figure is risky in many ways. It is difficult to have an idea of the actual cost of a project, even a vague one, when there is no design or specification development in place.

It is safe to assume that any price point quoted on the spot, without significant design discovery elements being discussed, is a vague guess at best. As well, once you have heard that number, whether it is accurate or not, it sets an unrealistic expectation. If it is lower than or within your budget, typically you will shop around comparing real prices to this imaginary ballpark figure. You could end up overlooking companies that could do an exceptional job on your home project.

In most cases, once the work is complete, you will find that the low ballpark figure you had in mind has inflated into something much more costly than you would have hoped or anticipated. Companies embracing these unscrupulous practices sadly misrepresent the fact that there are reputable firms that you can trust. A reputable Builder will ensure significant due diligence takes place to understand your expectations when it comes to the level of detail and quality of materials you expect in your home. The information gathered from you and your family on those topics will have a significant impact on the investment parameters of your Renovation or Custom Home.

With over three decades of experience behind them,

Pinnacle’s ownership has established a clear and proven track record of success; Customer expectations have consistently been exceeded in part due to the fact that low balling or quoting a ballpark figure, has simply never been used. “Pinnacle Group is very professional. They are honest and ethical. Our experience was great; they were very good to work with”, states a thrilled Custom Home Client.

“Pinnacle Group uses a unique and time-honoured process when it comes to preparing cost projections,” explains Paul Klassen, CEO of the Pinnacle Group of Companies. “We actually bring in our Interior Designers, Architects, Site Supervisors, and other Vendors based on what you are planning to do, making sure that our industry experts are consulted on how the end result that you envision can be achieved accurately, without unnecessary and unforeseen expenses,” he explains. “With the experts in the room, solutions can be discovered both quickly and accurately, cost-saving measures can be implemented, timelines can be firm, and cost-overruns can be mitigated.”

If you’re planning a Renovation or a Custom Built Home project, avoid the ballpark figure as your cost criteria. Talk to Pinnacle Group and experience the peace of mind that comes as a result of up front due diligence. Though this process requires more resources at the onset, it ensures that you will avoid the all too common experiences of many; enormous budget overruns and unnecessary completion delays. Pinnacle’s patented SCC 3-Way Guarantee™ removes all the concerns surrounding this topic.

**For more information on Pinnacle’s SCC 3-Way Guarantee™, visit [PinnacleRenovations.ca](http://PinnacleRenovations.ca)**

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# The DNA Process

DESIGN. NEEDS. ALIGNMENT.

The definition of personify is - To attribute human nature or character to an inanimate object. People have done this for thousands of years in art, speech and writing. However, there is one ideal medium for personification that has been virtually untapped, even in the 21st century; that medium is your home. Take a few seconds and allow this concept and its inherent possibilities to sink in.

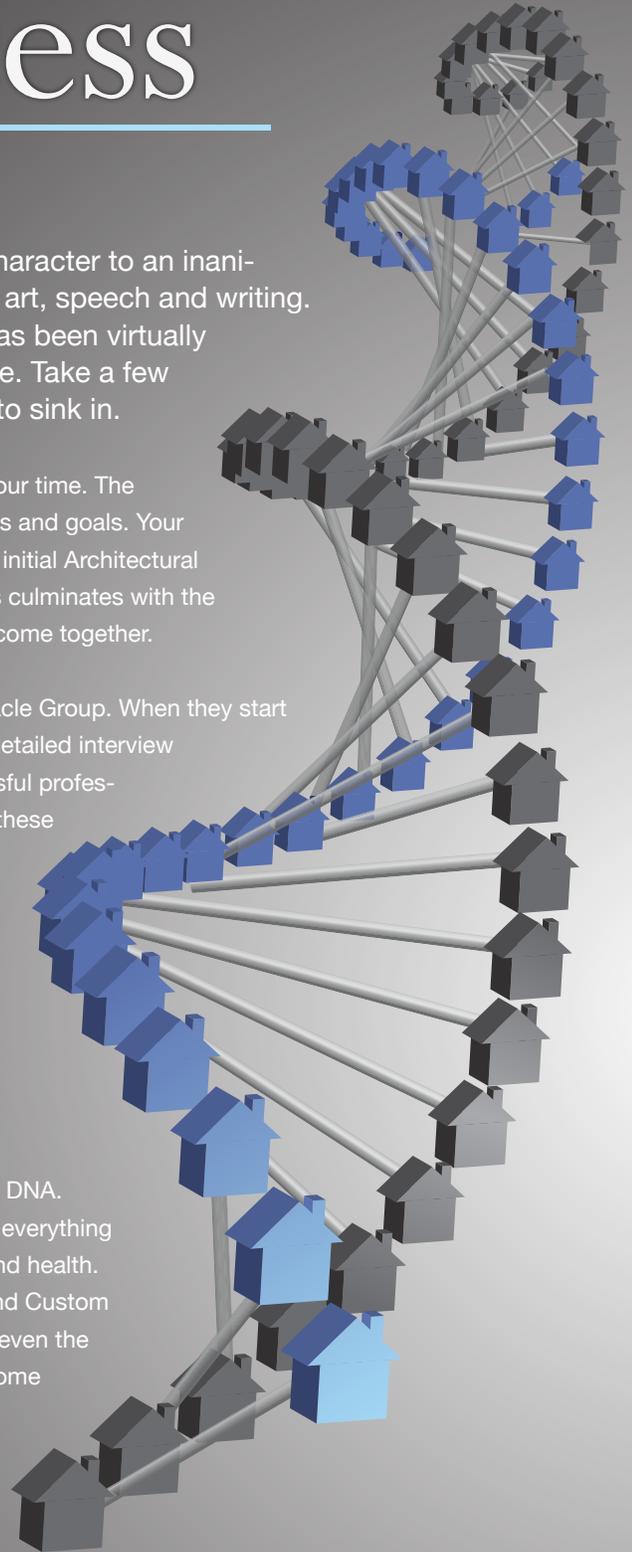
Other than the workplace, your home is where you spend the majority of your time. The home is where your family relaxes, learns, entertains, and works on hobbies and goals. Your home should be a complete reflection of your family in everything from the initial Architectural Design, to the colors, décor, furnishings and art selections; then finally, this culminates with the atmosphere you envision possible, when all these elements harmoniously come together.

This atmosphere-rich concept of home building is what truly inspires Pinnacle Group. When they start the process of Renovating or building a Custom Home, they begin with a detailed interview and analysis of who you are—whether you're a retired executive, a successful professional, a burgeoning business owner, or a growing family. Pinnacle takes these interviews and charts out how you would like to flourish in all areas of your life and then chooses materials and design directives based on these findings.

They then begin to build what they call their “**DNA (Design, Needs and Alignment) Process**” which is a detailed report of all the aspects of your Renovation or Custom Home; the reasoning for each element, and how these components attribute to who you are and who you want to become.

Pinnacle Group uses this concept based on the scientific understanding of DNA. Simply put, our own DNA is the blueprint or recipe of who we are; defining everything from our physical appearance and personality, to our natural intelligence and health. Using this concept, Pinnacle applies it to their philosophy of Renovating and Custom Home Building. It is this process that allows Pinnacle Group to go beyond even the highest level of home transformation and into a completely new realm of home personification.

To download a copy of our DNA Document, visit [PinnacleRenovations.ca](http://PinnacleRenovations.ca)







ALL IMAGES ON THIS PAGE ARE 3D RENDERINGS, NOT PHOTOGRAPHS!

# 3D MODELING: Your Home's Virtual Reality

When you begin the process of building a Custom Home or Renovating your existing home, you typically have a vision of what you want to achieve. Translating that vision onto a blueprint, and then into an actual structure, can be more of a challenge than it may initially seem. Furthermore, how do you ensure that as construction progresses, your vision will stay consistent with the original design?

Pinnacle Group understands the importance of every single detail of your home project, and the effect that the smallest change can make on your dream home. They have eliminated the uncertainty of how your final project will turn out by utilizing innovative 3D Modeling Software, right from the very start of the Design-Build Process.

3D Modeling allows you to physically see what your Custom Home or Renovation will actually look like; making sure you are completely satisfied with the result long before the project even commences.

As well, any changes you want to make can instantly be applied, giving you room to experiment and try variations. Pinnacle's 3D Modeling Software allows you to view design

options with a simple "click". Walls can be modified, moved, or even taken away to immediately reveal a new layout; without incurring the typical costs associated with changes to an actual architectural drawing.

Finally, and perhaps most importantly, 3D Modeling allows Pinnacle to understand your family's vision and character. The use of 3D Modeling starts from the very first rendering in Pinnacle Group's exclusive Design Discovery Session. This is contrary to what is typically offered by most architectural firms, in which the 3D Model is provided at the end of the Design phase as a final rendering. At the onset of Pinnacle's Design-Build Process, a 3D Model of your new space is projected onto Pinnacle's boardroom big screen; allowing you to authentically "feel" your newly designed home. These sessions have proven to be extremely liberating and valuable for Clients. The emotional feedback during this session greatly influences Pinnacle Group's Design Team, allowing them to capture the essence of what makes each Client Family unique. The result is the creation of genuine living spaces that match your family's distinct hallmark.

**For more information, visit [PinnacleRenovations.ca](http://PinnacleRenovations.ca)**



“As the CEO of the Pinnacle Group of Companies, I have long understood that at the end of the day, all you really have is your reputation.”

# SCC 3-Way Guarantee™



## On-Time Reliability

For many, a Home Renovation or Custom Build can feel like an overwhelming endeavor. The decision to undergo a full scale home project requires some obvious thought and consideration not only financially, but also to your lifestyle. The uncertainty of the interruption on the family's lifestyle is often a greater deterrent than the financial consideration of the project. This anxiety usually stems from the horror stories of projects that were expected to be completed in a certain time frame, but instead ballooned into months of frustration and inconvenience.

In order to effectively address these cost and timeline concerns, Pinnacle Group developed their version of stress relief known as Pinnacle's patented SCC 3-Way Guarantee™. They guarantee your project's Start Date, Completion Date and Cost.

Pinnacle's SCC 3-Way Guarantee™ simply ensures that the most significant Consumer concerns surrounding Renovating and Custom Home Building, voiced by independent industry studies, are unequivocally addressed and are put in writing (*some conditions apply*). An Evergreen Estates Client communicated this to Pinnacle, "Paul and his team started on the date they promised and finished on the date they predicted. This in itself made such a large Renovation, often a huge barrier in anyone's decision, much easier to live through."

Paul Klassen states, "As the CEO of the Pinnacle Group of



Companies, I have long understood that at the end of the day, all you really have is your reputation. The Pinnacle Process has taken years to develop and as many years to create a reputation as a Builder who delivers what we promise. I can assure you that our SCC 3-Way Guarantee™ is not an easy promise to keep; but it's a promise that we have been committed to for many years now. We've just now made it more than a mission statement; we've made it a promise to every Pinnacle Client we serve. We are the only RenoMark™ Builder to offer this calibre of promise. Not only do we offer it today; we can introduce you to a history of past Clients who have personally experienced the SCC 3-Way Guarantee™!"

**For more information on Pinnacle's SCC 3-Way Guarantee™, visit [PinnacleRenovations.ca](http://PinnacleRenovations.ca)**

# Creating Homes for a Lifetime of Living



A division of the Pinnacle Group of Companies

Homeowners looking to complete specialized home projects such as room-specific remodeling, one-off aesthetic improvements, or custom built-ins, know all too well the challenges of finding a reliable Tradesperson or reputable Contractor to do the job.

Many Builders and Contractors won't tackle unique or specialized projects; those that will, often provide lackluster customer service. No matter what the scope of your project entails, taking the step to invite anyone into your home requires trust, respect and the peace of mind that the preservation of one of your biggest investments will be handled appropriately.

Over the years, Pinnacle Group has frequently been asked by both Clients and those that have been referred to Pinnacle, if they could assist them with these types of specialized projects; until now, they had referred these projects on to others. Under the flagship Pinnacle Group Brand, backed by their stable leadership and award winning business practices, Pinnacle Group decided to create their HomesForLife™ marque; allowing them to service their Clients' entire home needs. This brings Pinnacle Group's ideology of Creating Homes For Life™ full circle; not only do they Design & Build homes for life, they can service and maintain your home for a lifetime of living!

Paul Klassen, CEO of the Pinnacle Group of Companies explains, "Our valued Clients were consistently looking for a company to properly take care of their special projects, as well as home maintenance and repairs. We decided it was a significant value-add to our Clients to provide a reliable solution for these ongoing needs that currently were lacking as a service offering to deserving Calgarians. Our passion has always been to truly create homes for life; with the addition of our HomesForLife™ service offerings, it

allows us to meet all of our Clients' needs from Building and Renovating Custom Estate Homes to completing specialty Renovation projects and inclusive home maintenance tasks. "

**HomesForLife™ Premiere service offerings consist of 3 comprehensive programs – MYSpecialProjects™, MYHomeConcierge™, and MYLifetimeHome™.**

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**MYSpecialProjects™** division is designed to assist Clients with specialized Renovation projects, area-specific aesthetic enhancements, as well as home and landscape upgrades.

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**MYHomeConcierge™** division is a VIP service available to past Pinnacle Clients and their related family's that includes every solution that pertains to the care and maintenance of their home. Clients are able to choose specific service packages that best suit their needs.

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**MYLifetimeHome™** division promotes design solutions that support safety, wellness and accessibility regardless of age or ability.



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# StageItSold™

A division of the  
Pinnacle Group of Companies

A revolutionary new tool for Realtors, Relocation Specialists, and Homeowners alike wishing to sell or purchase an Executive Property in exclusive markets in Calgary.



BEFORE



BEFORE



BEFORE

**When you are looking to put your 'old', 'tired' or 'dated' property on the market, it is a challenge to attract the right Buyer.** There isn't much appeal to Buyers upon seeing homes that need obvious work. Often times, Buyers have difficulty picturing how an unappealing home could be transformed into their dream home. A Real Estate Coordinator for StageItSold™ points out, "Requiring a Buyer to use their imagination is a daunting task; which is exactly why these types of listings spend a tremendous amount of time on the market."

On the flip side, have you ever been in the market for a home with a very specific set of criteria? More often than not, some of the criteria can be met but inevitably you end up compromising and choosing a home that is "almost perfect".

Realtors have long understood the importance of traditional home 'Staging'; in response, Bank of Montreal and other institutions developed their version of Renovation Mortgage Staging by blending the existing mortgage with the Renovation portion bundled in a single monthly payment. The Pinnacle Group of Companies then had a vision of being able

to serve both Realtor and Homeowner in both the listing and purchase stages. StageItSold™, a subsidiary of the Parent Company Pinnacle Group, was created to help the Seller achieve fewer days on the market and provide the Buyer with alternate options so they would no longer need to settle for an 'almost perfect' home purchase. Taking this common practice of 'staging' to a whole new level, StageItSold™ comprehensively demonstrates the potential of a property. A complete set of 3D Architectural Renderings of the Renovated space are created along with a financial overview in which a Broker shows Mortgage Staging with a new blended mortgage payment. Utilizing this tool, a prospective Buyer is required to stop and think, 'Before I say no to this home, show me the potential of what it could be!'

The StageItSold™ program is designed to be as simplistic as possible for Realtors to implement. The parties required to make this program function properly (Designer, Architect, Builder, Mortgage Specialist, etc.) have all been properly coordinated and secured, and there's a systemized process to follow. Realtors are not required to do anything significantly different than what they are currently doing now.

(Continued on Page 27)



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APPLIANCE GALLERY

Ecstatic listing Customers have already seen the result of this collaborative effort! An example of StageItSold™ at work is a scenario involving a property located in a prestigious neighborhood that had experienced difficulty selling; this home had been listed by 3 separate Realtors over 3 years and had not sold. The price was reduced and the new Listing Realtor was frustrated trying to find a tool that could assist him in the sale of this executive home until hearing about StageItSold™. With the introduction of StageItSold™, a complete 3D virtual recreation of this home was generated, highlighting a complete redesign of the kitchen, new furnishings and wall colours. The 3D virtual tour was made available on the MLS listing and hard copies of these 3D renderings (these renderings are shown at nearly photo quality) displayed at every showing so potential Buyers could look beyond what the current property had to offer. For the first time in 3 years, the Homeowner had a renewed sense of hope that this property would sell.

Another example demonstrating the effectiveness of the StageItSold™ Program involves a property in Pump Hill. A Client was looking to relocate and had very specific criteria for their ideal home. After touring several homes, the Client viewed a tired 70's style home that met 'most' of their requirements, with the exception of the 70's look! The Realtor introduced Pinnacle's StageItSold™ Program Coordinator, who through a consultative process, revealed the hidden potential for this luxury estate home. Based on the information garnered from this proprietary process, the Client purchased this property with the intention of modernizing the home and changing the space to incorporate a dedicated theatre, a large great room and an executive master bedroom with an exquisite ensuite. StageItSold™ mitigated any extra time and effort that would have been wasted trying to find a home that met 'all' of the Client's needs, which in most cases is rare. The Client is thrilled with the end result and continues to refer their Realtor who was able to provide them with a home solution that exceeded their expectations. They are happily living in their newly Renovated dream home and are proud of the numerous Builder Award Nominations their home has received; their home was also featured in Calgary's 2011 Christmas Parade of Homes.

## StageItSold™

Paul Klassen explains, "It is our belief that StageItSold™ provides a revolutionary new tool for Realtors, Relocation Specialists, and Homeowners alike wishing to sell or purchase an Executive Property in exclusive markets here in Calgary. The resulting benefit is less time in discovering the perfect property for a Relocating Client; and for the Listing Client, fewer days on the market and greater possibilities for an increased final sale price. The translation; a Win-Win for all parties!"

To learn more about the StageItSold™ program, visit [www.StageItSold.ca](http://www.StageItSold.ca), or ask your Realtor to be introduced to a StageItSold™ Coordinator.



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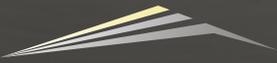


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