

Economic Development Toolbox: Business Retention and Expansion

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Workplace Culture: A Valuable Employee Retention Tool



The team at The Pinnacle Companies

Company culture is a large factor in recruiting and retention. A strong company culture is invaluable to an organization's success. Let's celebrate the companies that are doing this well in the mountains.

Employer Spotlight: The Pinnacle Companies

Recently named the Summit County Chamber's **Best Place to Work** and **Best Large Business**, the team at Pinnacle Companies loves what they do and who they work with. Their personal, professional and progressive work culture represents their greatest asset. The Pinnacle Companies is the parent company of Pinnacle Mountain Homes, Collective Design + Furnishings, Pinnacle Lodging, Mountain Vacations and VisitBreck.

Based in Summit County, their businesses span a variety of industries, from design and construction to furnishings, hospitality and travel. Established in 2005, The Pinnacle Companies have been recognized locally and nationally, including INC Magazine's list of "Fastest Growing Companies in America," Builder Magazine's "America's Best Builder," and the National Association of Home Builders "Best in American Living".

One thing that makes company culture so great and positive at Pinnacle Companies is the benefits package it offers. Some of these benefits include a company trip to Mexico,

embroidered Christmas jackets, health, vision and dental benefits, flexible schedules and paid time off (PTO). All these benefits show employees they are really valued, which then fosters a super positive environment.

The Pinnacle team members play hard, work hard, and are full of positive energy. Located in the heart of the Rocky Mountains, they value their surroundings and company culture encourages a healthy work-life balance. Experience is always a plus, and while college diplomas and GPAs indicate discipline and motivation, specific degrees are less important. What does the company look for when hiring? Motivated and positive people who are professional, personal and passionate.

Source: [MountainCareers.com](https://mountaincareers.com). Mountain Careers is helping professionals do BIG things in the mountains and find professional jobs the mountains to balance their career and lifestyle. Join our network of over 9,000 professionals and check out our job board and weekly newsletter. Sign-up today! Search or Post Jobs at mountaincareers.com.

We will continue this series on Business Retention and Expansion with quarterly bulletins. Stay tuned!