

**DENVER**  
BUSINESS LEADERS



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peakelevator.com

## PEAK Elevator Awarded Best Contractor West

PEAK Elevator's expert team provides unparalleled service and affordable solutions for every make and model.



For the second consecutive year, PEAK Elevator has received Elevator World's prestigious Ellies Award for Best Contractor West.

"PEAK won this award because we focus on preventative elevator maintenance, a lost art within our industry," says Randy McGinnis, president, CEO, and co-owner of PEAK Elevator along with his brother Jim McGinnis, vice president, COO, and co-owner. "In the past, technicians took great pride in performing true preventative maintenance. Over the years, however, the industry has evolved to a call-back model that can leave facility managers, owners, and tenants high and dry for days."

PEAK Elevator, Randy insists, is different. "We make true preventative maintenance a priority and deliver faster response times—with same-day service the norm."

The benefits of "true preventative maintenance" include an increased equipment lifespan, mitigation



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*Randy McGinnis  
President, CEO, and  
Co-Owner*

of downtime, and reduced costs over the long term, Randy explains. "The costs of downtime may include tenant frustration, the need to refund or credit tenants for loss of use, and potential legal and safety issues. Our clients need to be able to move people up and down efficiently, their equipment needs to be safe and reliable, and maintenance and service providers need to be available when problems arise. We strive to exceed client expectations every day."

When the brothers purchased the business in 2007, they were servicing 67 units; today PEAK is contracted to service more than 1,200 and has been recognized as an Inc. 5000 fastest-growing private business in the U.S. two years in a row. The company was recently awarded the second-largest elevator modernization contract in Colorado history, and its relationship with an area military institution is one notable example of their ability to make a difference.

"When we were awarded the contract with the United States Air Force Academy, they were averaging 20 trouble calls a week on 84 elevators—unacceptable by any measure," Jim says. "We implemented a plan to reduce calls to a reasonable five to six per week. With the plan fully executed, we now typically receive only three to four trouble calls a week."

### Capital Planning and Equipment Replacement

An added benefit to working with PEAK Elevator is the company's experience in providing budgetary proposals and working with clients to plan for future needs as a part of capital planning.

"We make recommendations based on the age, use, type, and location of equipment. We project failure increases and assist clients in creating plans that address modernization and the management of tenants during related downtime," says Jim. "It's this kind of personal service our competitors aren't providing."

The PEAK Elevator team also makes equipment replacement as easy as possible, upgrading control systems, power units, door equipment, and cab interiors, as well as fixtures inside the elevator car and in exterior hallways.

"All of our work," notes Randy, "is guaranteed, code-compliant, and meets government and industry standards."

### Franchise Opportunities

PEAK Elevator is the first commercial elevator contractor in the United States to offer franchising opportunities.

"My brother Jim and I chose to franchise this business because we knew the industry was changing, leaving elevator techs and professionals frustrated," Randy McGinnis notes. "We're pioneering a true shift within the industry and are confident that independent franchise business owners will be able to capitalize on this opportunity to make a difference—for clients and themselves."

So far, PEAK Elevator has expanded into markets in Ohio and Kentucky. The McGinnis brothers encourage anyone who has industry experience and who seeks to reach new career heights to visit [peakelevatorfranchise.com](http://peakelevatorfranchise.com) for more information.